

The Congress for the New Urbanism
Spring Board Meeting Minutes
Wednesday, June 10, 2009

Present: Zach Borders, Stephanie Bothwell, Jack Davis, Hank Dittmar, Victor Dover, Ellen Dunham-Jones, Doug Farr, Norman Garrick, Ray Gindroz, Jacky Grimshaw, Jennifer Hurley, Doug Kelbaugh, Mike Krusee, Steve Maun, Susan Mudd, John Norquist, Scott Polikov, Russ Preston, Dan Slone, Dan Soloman, Dhiru Thadani, Andres Duany, Lizz Plater-Zyberk, Robert Davis, Steve Filmanowicz, Sandrine Milanello, Nora Beck, and Heather Smith

Remote: Katharine Kelley, Abby Bouzan-Kaloustian, Mindy Martinez

Absent: Connie Moran and Sam Sherman

1. Welcome from Board Chair, Ray Gindroz

- a. **CNU 17 Event Revenue:** Ray recognized the concerted effort to improve CNU 17 registration. Instead of losing money -- a strong possibility looking at the situation a few weeks/months ago -- the Congress now has the opportunity to make money, albeit not to the level we have seen in recent years. The underperformance of the Congress (typically 40-50% of CNU's annual income) will lead to a budget gap by the end of the year. The financial health of the organization will be a focus of the October meeting.
 - i. Ray suggested setting up a committee to address the future of the Congress.
- b. **Financial Status of the Organization:** Ray commented that although we are still vertical we are not out of the woods. We will need to keep working. Ray suggested adding an additional fundraising committee and asked Scott Polikov to lead what we might call the "emergency fundraising". Scott will work the John and the finance committee.
 - i. Ray asked the Board for their endorsement. All members endorsed.
- c. **New Board Members:** Ray welcomed four new board members to the table: Russ Preston, as Chapter Representative, Jennifer Hurley, Scott Polikov, and Jack Davis.
- d. **Minutes from March 2009 Meeting:** Ellen Dunham-Jones noted that Galena's Retrofitting Suburbs was dropped from initiative committee.
 - i. Scott Polikov motioned to approve the minutes, Ellen Dunham-Jones seconded. All in favor. The minutes were approved.
- e. **Board Committee Form:** Ray asked the board to think about which committees they would like to be on and fill it out. It will be collected at the end of the meeting.

2. President's Report, John Norquist

- a. **Conflict of Interest:** The annual Conflict of Interest document was distributed to all board members to sign.
- b. **CNU 17 Events:** John reviewed the highlights of events that board members should be aware of. Visit the Exhibit Hall and engage with the exhibitors.
- c. **Annual Transportation Summit:** November 4-6 in Portland, OR. Heather distributed a Transportation Summit network handout and the recently released Emergency Response and Street Design.
- d. **Transportation Reauthorization:** Discussed role for CNU in the next Transportation Reauthorization, connections with the HUD/DOT/EPA Sustainable Communities Initiative.
 - i. **Discussion:** Where the discussion is now is on mode split, missing retrofits and streets. We are missing 90% of the conversation.
 1. Scott suggested that CNU could put together some very focused language to address these missing pieces. The goal is to cut below and go directly to the legislative staff people and feed them language for the bill. We are not going directly to the heart of the issue.
 2. Cap and Trade? Nothing that is focused on VMT reduction.

3. MPO Reform

- e. **Finances:** We are saving money, but we need to raise money.
 - i. **Reducing expenses:** Cuts were made in staffing and a reduction in hours will be implemented June 16. We continue to identify means of economizing, such as moving to the electronic version of New Urban News.
 - ii. **Fundraising Committee:** Scott Polikov has agreed to head an ad hoc committee on fundraising between now and the next board meeting. We are looking at broadening our funding from corporate sponsorships and foundation grants.
 - 1. The foundation plan is in the packet, board members were asked to notify staff if they know anyone on the board or have ideas for approaching them.
 - iii. **CNU 17 Sponsorships:** The biggest shortfall of CNU17 is the sponsorships. We raised more nationally, but we didn't do very well locally in Denver.
 - iv. **Membership and Chapters:** Membership is down, which accelerates our cash need to earlier in the year. We now have 12 chapters.
 - v. **Overall:** We need to raise \$109,000 more than we projected to break even for the year. If we wanted to have a comfortable amount going into CNU18 we have to raise \$309,000 before the end of the year – on top of what we would normally do. In order to achieve this goal, CNU needs to diversify funding, targeting corporations, individuals and foundations.
- f. **Strategic Plan:** We have been most active with the CSS manual, LEED-ND and the emergency response and street design initiatives. Less progress on regional and comprehensive plans.
- g. **Economic Situation Across the Country:** John closed with a commentary that it is really difficult to see the situation from different parts of the country. Earlier this year, (January/February) John received a call from Andres about canceling the meeting. There have been other cancellations – Seaside, Smartcode, Florida chapter. From Andres' standpoint this was the right way to go. At that time John was in Michigan – most devastated state in the country. Their chapter is taking off and membership is vigorous. NE Chapter also pulled together a very successful annual summit. NY Chapter had a big turn out. These things are going through waves and we have to take advantage, learn from it and spread the movement around the country. We need to be realistic about things, not let our emotions get carried away either way. We have a responsibility to the movement. This is the key time. We need to get better organized and it will help our partners.
 - i. **Discussion:**
 - 1. Educational opportunities as people head back to school during a recession.
 - 2. And the stimulus bill and efforts to jumpstart the economy. CNU must identify how to help members spend that money, not the legislative side but on the delivery side. It seems that CNU would benefit from a legislative analyst. Be very targeted about where we go and where we want our members to go.
 - 3. Are our collaborations with USGBC, ITE, NRDC too cumbersome?
- h. **Next Board Meeting Dates:**
 - i. Friday and Saturday, October 2-3. Ellen proposed it be changed and get the meeting off Friday. Nora suggested a meeting poll be sent out to the board to finalize.
 - ii. March for 4 – 5, 2010. Board agreed to keep this date.
 - iii. Spring 2010 Dates, FILL IN, will remain the same.
 - iv. Fall 2010 meeting dates were put on hold.

3. Treasurer's Report, Stephanie Bothwell

Stephanie reported that since the last board meeting the Finance and Executive committees have been very busy: paying close attention to the cash flow, developing improved additional reporting mechanisms, and creating a grant application strategy that is included in the packet.

- a. **Cash Flow:** As of yesterday, we have \$400,000 in bank, which does not include more revenue expected from the Congress and we will have a number of Congress related expenses to pay. Abby has done projections of what that will look like after we finish collecting the money and paying for

expenses. It appears we will finish the Congress with roughly \$150,000 in the bank. Abby has been asked to look at the cash flow issue because that \$150,000 plus whatever we raise in grants and additional membership has got to see us through to the next congress. We are in the 900 range of congress registrations. We are hoping to reach the 1,000s and that they will sign ups for the extras which are important. The staff has been on top of the hotel numbers because we are responsible for the room block. We have filled all the required rooms hopefully no cancellations. Sandrine noted that right now we are just covering our rooms.

- b. **Fundraising:** Abby reported that we now have a summer development intern with experience in fundraising. She is helping us to develop a plan to target grants and individual donors. We will have a few calls with the fundraising committee while she is here. There is also a potential foundation list. Abby will be following up with everyone to see if they know anyone. Still waiting to hear from the Kresge Foundation. Which will change things, but doesn't completely put us in the safe zone. A lot more focus is on grants. John has been very busy on sponsorship. Taking much more of that on than the LHC.
- c. **Going Forward:** As for the rest of the year, there is conversation about how to structure the congress next year. That it financially is the right congress. Talking closely with Atlanta. Abby, John, the Finance and Exec committee will be sitting down after the Congress to look at the expenses to get through to the end of the year.
- d. **Motion to approve the Treasurer's report:** Scott Polikov made a motion. Jacky Grimshaw seconded. All agreed. The motion was approved

4. LEED-ND, Susan Mudd

- a. Second public comment closes on Sunday, June 14. If you have any interest, please submit a comment by closing.
- b. Three Action items:
 - i. Balloting Procedures: slight change, authorize the Executive committee to make the decision when to open the member ballot on the rating system.
 1. *Authorize the Executive Committee to open the member ballot whatever the date turns out to be. Ellen motioned, Jacky seconded. All were in favor and the motion was passed.*
 - ii. Final board decision will need to be made electronically, so this board meeting cannot be adjourned.
 1. *The second action item will be to not adjourn this meeting. This was agreed to when the meeting agenda was accepted during the Board Chair's welcome*
 - iii. Partnership agreement between CNU, NRDC and USGBC has not been finalized. Authorize the Executive committee to make a decision on a short-term agreement if it arises.
 1. *Authorize the Executive Committee to make a decision on a short-term partner agreement between CNU, NRDC and USGBC. Doug K motioned, Ellen seconded. All were in favor and the motion was passed.*

5. Accreditation, John Norquist and Lizz Plater Zyberk

- a. First Testing Phase: 8 members Accredited under the joint program with University of Miami School of Architecture and CNU.
- b. Discussion about the beginnings of the CNU Accreditation program and the connection with the optional credit within LEED-ND.
- c. First official exam registration period will be launched at CNU 17.

6. CNU18 Atlanta, Ellen Dunham-Jones, Chair of LHC

- a. **Theme:** New Urbanism: Rx for Healthy Places.
 - b. **Partnership with the CDC:** This is being organized with assistance from CDC. CDC is our featured partner and gives us enormous credibility.
 - c. **Fundraising: Part of CNU18's strategy is to raise money for CNU by:**
 - i. Increasing attendance by attracting healthcare and other new audiences rather than going strictly for cash.
 - ii. Applying for grants from various foundations and donors to support attendees.
 - iii. Silent partnership with the ARC (Atlanta's MPO) and their mailing list.
 - iv. Sponsorship Brochure: We are looking closely at the sponsorship brochure and rethinking it to give more focus on partnership than sponsorships. We believe we can get more partners to work with us in this economic climate.
 - d. **Format:** The pre-congress days are becoming more and more packed every year and can become days of training and certification. The official Congress could become more congress like where we have the debates, critiques and advance our own knowledge.
 - i. **County elected officials and the Georgia Municipal Association:** State of Georgia requires elected officials to take continuing education credits and we plan to offer these with the NU 101.
 - e. **Local Host Committee:** Has 26 committees, track descriptions, would love to hear plenary speaker suggestions soon as that helps with fundraising.
 - i. **Current targets: Administration:** LaHood, Donovan and Duncan. Health: Howie Frumarkin, Dick Jackson, Sanjay Gupta, the new CDC Director, Tom Wolff and Michael Pollan.
 - f. **Board Program Advisors:** Victor, Doug, Liz Moule and Judy Corbett.
 - g. A budget has yet to be created for CNU 18.
7. **CNU 19: Madison, Jane Grabowski-Miller, Dan Erdman, Dave Cieslewicz**
- a. **Theme:** They were first thinking of focusing on the Healthy City, but with Atlanta's presentation they may need to refocus. The close connection between the agricultural environment and the built environment is something they want to build on. William Cronon, author of Nature's Metropolis, has already agreed to be a speaker and they will build around that.
 - b. **Review of the City of Madison:** Farmer's market, community gardens, health conscious community, biking, Overture Center for the Arts, family-friendly, neighborhood-based, new developments, re-writing the zoning codes and incorporating form-based codes. Working on infill, described the redevelopment of Hilldale mall. Extensive public involvement process, took decades to building the FLW convention center – the Monona Terrace is in the center of downtown Madison and is the location of the Congress. Possible venues elsewhere downtown.
8. **CNU 20 Proposal from Florida: Marcela Cambor, Victor Dover, Debra Hempel, Rick Hall, Lizz Plater-Zyberk, James Moore.**
- a. **Summarized goals and the two-theme idea:**
 - i. **First theme:** Did we accomplish our goals over the past 20 years, are we the organization that we meant to become when we first started, what should we be doing in the next 20 years. The anniversary is a time to rethink, regroup, and reinvent our Congress. To once again make it the most desirable and most sought after planning Congress in the US and in the world.
 - ii. **Second theme:** Understand that our future and the future of our economy is linked to what happens in the rest of the hemisphere and rest of the world. We want to take the opportunity to have CNU 20 be the beginning of a strong link to Central and South America and to engage those other nations.

- b. **Cruise Proposal:** Proposing to have a portion of the congress on a cruise aboard carnival, en-route between Miami and Key West. This is an initial idea and concept with lots of details to work out. The cruise would be 3 hours long.
 - i. **Politics:** There has been discussion that it won't look good to be a cruise. We are cognizant of all this and think there are ways to address this.
 - ii. **Attendance:** we were concerned about the Lakeland Florida planner that goes to his supervisor, asks to go and is not likely to get it approved. One option is to tie a cruise ship up at Key West and advertise it as the Congress hotel.
- c. **Tours:** We also have some special tours planned such as Special tour #1 – Seaside to Miami and Special Tour #2 – Key West to Havana.
- d. **Fundraising:** The local target for fundraising is \$295k.
- e. **Flush out details with Staff before October:** John said that staff will work with the chapter on flushing this out between now and the Atlanta board meeting and then be prepared to make a decision on it. John noted we need to be bold and different but we also need to check to make sure it works.
 - i. Hank Dittmar made motion to continue to talk to Miami, work out logistics and come back to report on this in October. Jacky Grimshaw seconded the motion, all in favor. The motion was passed.

The meeting was recessed.