

**Congress for the New Urbanism
Spring Board Meeting
Wednesday, May 29, 2013**

Attendees: Ellen Dunham-Jones, Laura Heery, Doug Kelbaugh, Dan Slone, John Norquist, Dhiru Thadani, Mathew McElroy, Eliza Harris, Scott Polikov, Norman Garrick, Doug Farr, Steve Maun, Bob Chapman, Russ Preston, Sarah Lewis, Marcy McInelly, Scott Bernstein, Andres Duany, Lizz Plater-Zyberk

Via Conference: Jack Davis, David Grossberg

Staff: Tim Halburn, Cait Ghoshal, Heather Smith, Abby Bouzan-Kaloustian, Sandrine Milanello

Guests: Jeff Potter, Arti Hartchecker, Bob Voelker, Russ Sikes, and Rik Adamski

Chair Welcome

Welcome and come to order by Ellen Dunham-Jones. Ellen introduced Jeff Potter, former AIA President. Building on efforts to reach out to other organizations to learn and collaborate.

CNU is making strides in our efforts to connect with other like-minded groups. Ex. APA representative at the last board meeting; SOM on China Initiative; Perkins & Will on Health Initiative; and we've initiated contact with the International Council of Shopping Centers (ICSC).

Kudos to staff – reading board packet and seeing good news and progress.

Action Item: *Approve Board Minutes Fall 2012 & March 2013*

Motion to approve minutes by Bob Chapman, Russ Preston seconded

Discussion / Amendments:

Marcy requested more text be added to IL DOT meeting and intro. Marcy will send along recommended text.

Ellen will send corrections to typos/misspellings and add clarification to pg 41.

Vote: *All in favor with adjustments. None opposed*

Action Item: *Ex Com would like to recommend relaxing board endorsement of board candidates.*

When the elections were established, we tried to avoid making it look like the board was trying to steer/control the elections; this is no longer the case.

Scott Polikov Moved to adopt the recommendation, Doug Farr seconded

No discussion

Vote: All in favor. None opposed.

Advisory Board Update

Since soliciting participant names for the Advisory Board and a potential Endowment Board at the March 2013 meeting, the Executive Committee defined the advisory board as a committee established by the board chair – terms could be short and the bylaws don't need amending.

The intention of the committee is to attract a small group of individuals with high name recognition. (Dick Jackson is ready to start.) Participants would be invited to board meetings with special emphasis to attend the Congress, and invited to join an initiative of their choice. Participants would not have a fiduciary responsibility.

Dan S advocated against letting the committee be at the “discretion of board chair”, and instead suggested at the “discretion of the board”. The board can always leave it to the discretion of the board chair. Dan also offered to share a sample charter that outlines the expectations and clearly defines the committee.

No vote is needed to establish the committee, as the bylaws grant the Chair the authority to establish committees. Ellen will submit recommended names for approval to the board. Initiatives will present at the fall board meeting, with Eliza taking over for Laura as Initiative Chair (with some overlap of time). General board committees will present at the winter board meeting.

Last items: celebrate/recognize 2 board members

Ellen took a few moments to recognize and thank Dhuru for his service on the board (Mike K was not present). “You have been an incredible board member. You’ve reminded us of the importance of drawing. I will never forget your humorous transects, your intro of Jack Robinson for the Athena medal, contributions to the congress program. You talked the talk and walked the walk for board fundraising: 10k challenge met with half a year as a board member.

Dhuru promised to continue his work.

Other new business

Eliza asked the board to revisit a chart and discussion about mission and service that began at the winter meeting. Eliza invited others to participate with her and Sarah in completing the chart. The process is intended to take the SWOT and Strategic Plan from a higher level to analyze, guide and establish process. The goal is to produce and distribute over the summer. Marcy volunteer.

Scott P gave a personal update on his company’s joint relationship with Balfour Beatty. He has a personal mission to get groups like this more involved and sponsoring the Congress. Gateway Planning is still doing town planning.

President’s Report

John opened talking about the 3 initiatives that produced marketable products: Transportation Initiative (work with ITE, freeway teardown), Live/Work/Walk/Housing & Finance Initiative (HUD rules on multifamily housing about to change), Rainwater-in-Context Initiative (EPA issuing stormwater rules which will follow the request/work of Lisa

N and Paul C). We need to talk about all things to help build the organization/movement and raise money.

John then introduced Tim Halbur, formerly at Planetizen & Art Place, etc. Tim commutes from LA Sunday – Thursday because CNU is a dream job for him. He's into promoting good new urbanism and is eager to work with board members and promote the various issues we're all working on. Tim spoke briefly and told the group he looked forward to working together.

Treasurer's Report

Steve M presented the financials in Jennifer's absence. CNU is in better shape than last year at this time. There's hope that this trend will continue. All the NPOs I'm familiar with are trending upward. The Committee is pleased with the efforts of John to cut costs and everyone's fundraising. Ultimately, we are not out of the woods yet; we need to continue to press on fundraising (congress sponsorship) and be mindful of our vulnerabilities.

Steve Maun moved to approve the Treasurer's report. Scott Bernstein seconded All approved. None opposed

Fundraising

Caitlin reported on CNU's fundraising to date: \$240k raised after a last minute pledge of \$7.5k. 65% of LHC participated in fundraising and we had 49 contributions (terrific response rate). We renewed national donors at 80%, and those that didn't renew became corporate members.

Lessons Learned:

1. Offer better sponsor benefits to be competitive
2. More direct communication throughout the year
3. Start asks earlier (starting in June 2013, vs. Sept.)

We are establishing a "leader circle" for CNU 22 donors to help incentivize early donation. Early donations will help bring in more cash. 5 donors in Buffalo have already pledged 5k each by Sept 2013. Enthusiasm from Bill & George & the LHC is really impressive, they are taking it really serious. Buffalo is a community where the metropolitan and the city think we need us. They are determined. We also have lots of interest from Toronto developers. And with Warren Buffet running campaign (print and TV) about "Buffalo coming back", we have a chance to tie in. The National Historic Trust had biggest attendance when conference held in Buffalo.

Board Member Ask

1. Consider making a pledge for a personally significant gift in 2013
The more we can show board involvement
2. Consider making a pledge to CNU 22 before Sept, and join the leader circle
 - a. Extra benefits = Extra recognition
3. If you've already contributed or are feeling a bit tapped out, consider asking peers or colleagues. Quick link to prospects database – take a look. I've noted who has a personal relationship so we don't cross wires.

Ellen commented that most people making asks of friends tend to wait until the end of the year (common giving time), but encourage people to use the Congress to "tee up" asks. Ex.

“I’m going to be giving you a call near the end of the year to X”. We are half-way through the year, and we did double our give/get, don’t wait until the last minute to make your asks. Laura: my name is by a number of targets b/c of my work with initiatives. Lizz helped created the relationship with CDC and accreditation. Accreditation now includes the CDC health piece.

CNU 22 Update

Heather reported that the CNU 22 program tracks would debut at the evening plenary and that PublicSquare.cnu.org would shift to the CNU 22 Call for Ideas in the next day or so. Plenary Committee Chair, Doug K, said the LHC is aiming for a governor and/or senator for Wednesday night; Rob Spanier & Jennifer Keys are targeted. Designer, developer, and city official, Ben Hamilton Bailey, committed, and we continue to look for female speakers. The theme is “Resilient City”.

Scott P pointed out the fundraising opportunity that arises as we define “resilience” (factors/ideas: latest word for environmental sustainability vs. place-based community, weather and economic impact. Opposite is inflexibility). Lizz, Doug, Laura, Norman, Andres, Scott, Tim volunteered.

Norman observed that one thing not reflected in the theme is the connection to the other cities (Detroit, Cleveland, Rochester) and encouraged more emphasis.

Suggested Speakers

Amanda Burden, Planning Director in NY to speak to planning ahead for climate change after Sandy in the NY area.

Judith Roden, Rockefeller Foundation (prior target, location might help get her to attend).

Rip Rapson & Tony Griffin: “planning the shrinking city”

Alex Wilson, board member of Resilient Design Institute with Dan S. RDI might also be a good partner.

Tom Wright, RPA – young, ally to CNU on LWW, knowledgeable about resiliency.

Tyler Burley – Canadian, writing about economic resilience. Looking for examples of vibrant urban neighborhoods. Get recap of his writings and relationship with monocle.

Austin Kim, Chief Economist, Bain – “8 trillion dollar trends for the globe” article. Futurist.

Chris Matensen? Good on YouTube

Sherlie Franklin, Warren Buffet, Ben Burnake, ECO resilience

Final Comments

Ellen suggested the opportunity to speak about shrinking cities, instead of growth.

Plenaries Themes: Tactile Urbanism, Adaptability.

Dhiru: recommend getting in touch with College of the Atlantic in Bar Harbor, Maine. They have been teaching NU for the last 20 years. Offers a Liberal Arts education: undergraduate Ecology degree. Every student has read every book you know; they know all of your work. The most receptive audience I've (Dhiru) every met. Dhiru suggested targeting the school for Congress volunteers.

CNU 23

Scott P presented the current schedule/location plan with the majority of the Congress expected to take place at the Fairmount Hotel in Dallas, with a train to Fort Worth for the final meeting day. A recruitment meeting will happen on May 30 to help grow the LHC. Theme has taken a backseat to logistics, but several great suggestions were made a few meetings ago (paradox of energy and development). By the Fall board meeting we hope to have a full blown discussion with LHC members.

Norman suggested focusing on the reduction in VMT in the theme.

If board members have thoughts/ideas on theme, please talk to Heather, Scott, etc.

Staff members are working with the LHC to ensure that a 2-location Congress does not lead to significant financial losses.

Sponsorship asks to Lucy B and Ed Bass need to be strategic, and involve CNU board – these two could almost pay for the event themselves.

Discussion with Jeff P

The board moved to a brief discussion with Jeff about ways that CNU and AIA can work together.

Jeff gave a brief introduction of himself and his work: 108k members of AIA; 200 staff in DC; CEO for 24 months.

Jeff noted that in the past 20 years architects are finding the need to step back and justify claims and ensure delivery on promises to clients – more proof and measurement. "Measurement is the golden goose/great opportunity." Getting more and more into healthy communities, including participation in the Clinton Global Initiative and the "decade of design" dealing with health and community design.

AIA has experienced cutbacks – 60M to 40M in 2008. Work and funding was restricted, but they're seeing a resurgence. We are dealing with a generation of young adults with high expectations for design.

For Buffalo – contact Albert Paley at RIT, poetic side to the work we do.

Q&A

Ellen: I think CNU could learn from AIA and possibly piggyback on AIA's structure for advocacy. AIA has always had grass roots day. At the various levels, the organization really advocates on behalf of architects. AIA is becoming committed to the mission of placemaking. I see Chapter partnership potential.

Jeff: as architects we generally operate with a general paranoia. Licenses held in states are tenuous. Paranoia drives us to be very grass roots. Licensed at state level, that's where our strength lies. National isn't quite as robust. Very dedicated advocacy group in DC.

Marcy: I'm wondering what you might think of this – I'm an AIA member (2.5 decades; one of my proudest achievements). When talking to architects coming out of school they want that future sooner. In order to become registered, they have to complete their internship, etc. not a path to study alternatives. It seems too ridged. Is there discussions about changing the path for those that don't want to go down the strict architecture path?

Jeff: our preeminent concern is the outlook for emerging professionals. There are more students coming into the system than the system can absorb and we're unsure how to solve this issue; we can't give jobs out. There are lots of people talking about alternative paths, but we don't have an answer yet.

Marcy: I just always thought the AIA should take a more nurturing role with those individuals.

Jeff: we're currently considering how to better incorporate these individuals. (Associate AIA member)

Laura: I would like to explore an agreement around regulatory with AIA and would be interesting to see if Robert Ivy would like to participate.

Jeff: as past President I have zero authority. The current President is in Australia. He is aware of these conversations.

Doug F: our mission is to change the practice and standards of urban design. Stairs/elevators – we want our stairs back. Stairs = health = decreased morbidity

Jeff: that is part of my message.

Ellen: Fit City Exhibition. AIA is going to change its nomenclature: "health safety wellbeing" with new definition of well being.

Jeff: the definition of welfare is influx.

Scott B: back in 1990, AIA had active government affairs group. This group has a couple similar potential, game changing initiatives that need help. We don't have staff presence in DC, but we made progress with FHA. Partnership opportunity – how do we do this?

Jeff: a formal presentation to AIA or the board? Talk to me or Phil Simon (Director of Communications)

Scott briefly introduced 4 guests (Arti Hartchecker, Bob Voelker, Russ Sikes, Rik Adamski) and then the meeting was adjourned.