

**Congress for the New Urbanism**  
**CNU 18 Board Meeting**  
**Wednesday, May 19, 2010**

**ATTENDEES:** Andres Duany, Dough Kelbaugh, Connie Moran, Zach Borders, Victor Dover, Katherine Kelly, Connie Moran, Stephanie Bothwell, Jack Davis, Ellen Dunham-Jones, Doug Farr, Norman Garrick, Ray Gindroz, Jacky Grimshaw, Laura Heery, Scott Bernstein, Jennifer Hurley, Mike Krusee, Steve Maun, John Norquist, Scott Polikov, Russ Preston, Sam Sherman, Dan Slone, Dhiru Thadani, and Todd Zimmerman

**STAFF:** Abby Bouzan-Kaloustian, Nora Beck, Steve Filmanowicz, Jeannette Mihalek and Heather Smith

**GUESTS:** Jason Colburn

**ABSENT:** Hank Dittmar

**I. Welcome from Board Chair**

Ray began with a recap of his time as board chair and his primary goal as chairman- to recruit more young people to leadership. He discussed the new initiative workshops to be held at CNU18. Ray expressed the desire to record the work completed in these sessions and use it going forward. Ray commended the staff for their work. Ray encouraged the board to consider fundraising to expand the structure; stating it was incredible how productive the group was given the constraints.

Ray then reviewed some specific needs/wants before officially handing over the gavel to Victor at the end of the meeting.

1. Recognize Jacky, Hank (and Ray) for their service on the board.
2. Welcome Scott and Laura to the board as new members.
3. Approve the nomination of Sarah Lewis as the new Chapter Representative, to take Russ Preston's seat in Spring 2011. (no dissent = confirmation)
4. Nominations Committee approval of Victor Dover succeeding Ray Gindroz as Board Chair and Ellen Dunham-Jones stepping in as Vice Chair. Stephanie Bothwell and Todd Zimmerman remain on the Executive Committee as Treasurer and Secretary, respectively until Spring 2011.

The board discussed the tradition (not policy) that the Vice Chair automatically becomes Chair when the Chair steps down. All agreed that this would stay tradition, but not policy and that tradition also was for the Chair to come from the Executive Committee.

*Scott B. motioned to accept the Executive Committee slate, Ray seconded  
All in favor, the motion was passed.*

**II. President's Report**

John presented the President's report and pointed out that the meeting was short and so not every item would be covered in detail. He drew the board's attention to the fact that CNU has 2 new chapters – Northern California and Houston. He reported on the 2 standard-baring products that rolled out in 2010. *LEED for Neighborhood Development* involved a strong core committee and outside support that dealt with lots of push and pull. Ultimately over 90% of the membership came out in support of it after a recommendation from the board. There are some who are against it, but John sees it's potential to help move federal programs to become more favorable to urbanism. The ITE *Context Sensitive Solutions* manual also rolled out in 2010 with heavy influence from CNU. Norman Garrick, Jacky Grimshaw and Lucy Gibson represented CNU well on this project and were thanked. The current strategy for this manual is to conduct trainings and to seek reference of it in Federal statutes and regulations.

John then outlined some upcoming meetings, including congressional testimony meeting before the Highway and Transit Sub-Committee of the Transportation and Infrastructure Committee on June 9 and a potential Oberstar meeting in Chicago in later in the Summer around similar subject matter. Steve Maun and John are working with the Town builders Association to reform the secondary mortgage market (Fannie Mae/Freddie Mac).

John thanked the board for their fundraising efforts and mentioned that Jeannette Mihalek would be following up with each member individually to confirm their 2010 fundraising plan. (Stephanie Bothwell reminded the board that their minimum commitment-\$250- was due and to communicate to Jeannette when CNU could expect that check).

John then directed the board to sign the annual conflict of interest forms and to turn them in to Nora Beck.

John reported to the board that Dan Slone would be stepping down as legal counsel for the CNU. John thanked Dan for his service to the organization and then introduced Jason Colburn of Schiff Hardin as CNU's new counsel.

### **III. Meeting with Coca Cola**

John then turned the discussion over to Laura Heery to review CNU's meeting with Coke. Laura explained that a representative group had spoken to Coke on Tuesday about the potential funding of the Charter Awards (enhanced publication, operational support and a potential prize). John explained that the Executive Committee was comfortable with CNU continuing discussion with Coke on this project. Laura explained that Coke was interested in CNU's subject matter and our potential cultural impact. She mentioned that Trudy, Coke's Director of Wellness Outreach, would be attending the Congress to learn more. Laura supported the idea of making a quick decision and announcing the new relationship at the Charter Awards presentation on Saturday.

Doug Kelbaugh expressed the desire for discussion, asking if Coke wanted to fund just 1 award or was willing to allow their money to spread to multiple. John cautioned the group not to get too far ahead, that much of this could be negotiated still with Coke. Andres Duany suggested that it would be better to make a mistake rather than not make a decision. He also suggested that we not call it the "Coke Award" but maybe name it for another Coke product (Odwalla or Dasani). Dan Slone pointed out that Coke is a leader in green wash and you could connect the award to water. You would then be connecting with something from the green perspective that is well respected. John encouraged the group to make a decision about continuing negotiations now and we could work out the details later; he pointed out the successful relationship between NRDC and Walmart as a potential model. John suggested a small group (to include John, Ellen and Laura) focus on the agreement. Laura followed up by encouraging those most concerned about the relationship to speak directly to Coke.

John asked if there was any objection to CNU exploring the Coke relationship or would the board allow CNU to continue relationship exploration with Coke.

*Ray motioned to allow the group to move forward. Russ Preston seconded, all were in favor, Doug Kelbaugh abstained. The motion was passed.*

Scott Bernstein suggested asking Coke for Pro-Urban messaging and asking for their record on re-investment in existing communities and to encourage this type of work going forward.

### **IV. Treasurer's Report**

Stephanie Bothwell presented the CNU financial position to the board, which shows a positive next income through May, however, a significant amount of CNU18 revenue had yet to be collected. Abby Bouzan-Kaloustian explained that a deposit had been made that morning for

\$320,000, but that additional revenue was still expected. Stephanie noted that the Finance Committee receives the financial reports every week and has a monthly conference call to review finances. Scott Bernstein requested a budget to actual breakdown for each initiative to better understand where/how CNU's money is being spent and where we should target our fundraising efforts. He suggested that after the Congress, CNU needed to have a brainstorm session for fundraising, with this financial information. It is important to target both unrestricted and programmatic funding, and the former doesn't come without the latter.

Scott Polikov expressed the desire to reformat CNU's fundraising efforts now that Jeannette Mihalek was on board, stating "board members are an untapped resource". Jeannette was encouraged to interview board members to get a better understanding of both their strengths and their weaknesses.

Katherine Kelly asked for an up-to-the-minute update on sponsorship, to which Abby gave general number: \$326,000 pledged and roughly \$314,000 collected. Jeannette Mihalek thanked board members for their work on this effort.

Dhiru Thadani asked if CNU could accept stock donations and was directed to the CNU website.

*Todd Zimmerman made a motion to approve the Treasurer's report, Ellen Dunham-Jones seconded and all in favor. The motion was passed*

Further discussion was held about fundraising where it was confirmed that Board Members are asked to raise a specific amount of money (\$5,000). Scott Bernstein also volunteered his services to help with foundation networking. Laura Heery pointed out the lack of "typical CNU funders" for CNU18 and their targeted work with foundations and cited the obstacle of creating a product for the funders. Dhiru encouraged CNU staff to make "the ask". At the average burn rate quoted by Stephanie (\$75-90k/mo), Scott summarized that CNU could survive 3 months at our current cash balance and pointed out that we had more to raise to get ahead of the game. Scott pointed out that if funders knew CNU, we would be a very attractive to them.

Scott P. expressed concern that others didn't feel the need/think it was their responsibility to fundraise because the board has a committee. He proposed giving ourselves 90 days to set fundraising structure and targets (including the 3 foundations supporting CNU18). Victor Dover pointed out that the funding of the Charter Awards by Coke is exactly what Scott Bernstein suggested- finding funding for important programs. Stephanie identified DC policy work as another area in which the board has expressed interest but still needed funding. Ellen Dunham-Jones and Stephanie requested a breakdown of CNU funding as it relates to CNU expenses.

Russ Preston identified a lack of understanding of CNU as a barrier to funding. Ray Gindroz suggested CNU's work with Robin Rather might help fill this void.

Scott Polikov added Stephanie Bothwell to the fundraising committee and asked her to work with Jeannette to make recommendations for fundraising at the next board meeting.

Victor supported the idea that the fundraising committee and staff could move forward on such subjects without the board's approval. Scott P. pointed out that the staff may be hesitant to do this, as they don't know where the board will land. He emphasized the need to move on. Scott B suggested a division of labor, focusing on areas below. If board members were focused on different areas, then CNU could work more efficiently/effectively.

1. Foundations (need LOI, standard responses, etc)
2. Chapters Strategy (service & fundraising)
3. General ("do more with less" – missed opportunity)

Laura Heery reminded the board that this is not just foundation fundraising, but Congress fundraising and mentioned the missed opportunities/deadlines they saw in fundraising for CNU18. Ellen pointed out the need for templates, standards and material on “who is CNU”. Ellen recommended that a committee take on some of this responsibility. Steve requested that we make a list of our tool box needs, and then prioritize. Ray requested detailed notes on this conversation. Ellen ran through a list of CNU18 events/activities where board participation was requested.

V. Changing of the Guards

Ray officially passed the “gavel” off to Victor Dover as the new CNU Board Chair.

Meeting adjourned.