

**Congress for the New Urbanism**  
**Winter Board Meeting**  
**Thursday, March 4, 2010**

**ATTENDEES:** Zach Borders, Stephanie Bothwell, Jack Davis, Ellen Dunham-Jones, Doug Farr, Norman Garrick, Ray Gindroz, Jacky Grimshaw, Jennifer Hurley, Mike Krusee, Steve Maun, John Norquist, Scott Polikov, Russ Preston, Sam Sherman, Dan Slone, Dhuru Thadani, and Todd Zimmerman

**STAFF:** Abby Bouzan-Kaloustian, Nora Beck, Steve Filmanowicz, Mindy Martinez, Jeanette Mihalek, Sandrine Milanello, and Heather Smith

**GUESTS:** Jason Colburn, Robin Rather, Mayor Schock-Elgin, IL, Sarosh Saher and Dave Waden

**ABSENT:** Hank Dittmar, Victor Dover, Doug Kelbaugh, Katherine Kelly, and Connie Moran

### **I. Welcome and Chairman's Report**

Chairman's Report – Ray called the meeting to order and welcomed the board members. The agenda and meeting format were reviewed. Ray said the purpose of Friday's Legislative discussions is for the board to define a clear mission statement and set of goals. Ray also explained that at Friday's meeting there would be breakout sessions for the various board committees. He reviewed the list of committees and asked each committee to produce a one or two-page summary of the session to be reviewed when the full board reconvenes. Ray proposed that the board continue to clarify the roles of the standing committees. There were suggestions for two more committees – a communications committee, chaired by Dhuru and a fundraising committee that has already been established.

Ray and the Board thanked John, the staff, Stephanie, Abby and the finance committee for the hard work that has been done in last year.

Ray noted that Zach would be presenting an update on nominations and governance and the process for selecting new board members.

Board Requirements Review – Ray explained board term limits and the criteria for remaining on the board.

1. Board members cannot miss more than two meetings in succession.
2. Board members must attend the annual congress.
3. Board members are required to make \$250 personal contribution to CNU each year.

There is also a goal that each board member donates or raises \$5,000. Ray said we have been lax in reminding people of their responsibilities. Ray noted this must be on the record that this is an established policy. It was agreed that CNU staff would notify board members who have failed to meet compliance.

### **II. President's Report**

ITE Manual – John reported that the walkable thoroughfares guide is being released in two weeks. ITE and CNU will host a briefing for members of Congress and staff in DC on either March 24<sup>th</sup> or 25<sup>th</sup>. Inquiries were received from Senator Boxer's staff and Olver's office. This afternoon will include a presentation from Ed Schock, Mayor of Elgin, IL regarding the pilot project for the ITE/CNU street guide. Moving forward, Phil Caruso and John will meet with Gloria Shepherd from FHWA to try to get funding for training for further pilots of the guide. We

are trying to turn this into something that won't sit on the shelf but will be implemented instead. John thinks this is the first serious attack on the level of service function classification system, which leads to sprawl.

LEED-ND – On April 29<sup>th</sup> LEED-ND will be launched by NRDC, USGBC and CNU. CNU is currently in discussions with USGBC and NRDC about how to continue the relationship going forward.

Emergency Responders and Street Design – The EPA wants to end the project in June 2010, however, CNU is trying to keep the project going. John feels it's at a bad point to kill it, The ICC meets in Dallas in May and if the rule is imposed that was tentatively adopted in Baltimore, it would be a huge step backwards.

John went to two group meetings with economists. One was a two-day event at Harvard with Ed Glaser. The group was trying to set up standards for measuring urban municipal performance and wasn't looking at settlement patterns. Now they will look at Charlotte's emergency vehicle study and rating system. This group may meet again later on. The other meeting was in Los Angeles CA where Richard Green set John to debate Peter Gordon.

CNU Accreditation – Miami University developed the initial test, a very time consuming and expensive process. CNU needs to strategically consider what we want out of this project and discuss our options going forward.

John thanked Dhiru and Mike Krussee for their efforts on fundraising and donating.

John informed the board that he would be going to Israel in June.

### **III. Nominations & Governance Report**

Current Committee includes Zach Border (chair), Russ Preston (chapter rep) and Lizz Plater-Zyberk (emeritus rep).

Zach first reviewed a newly created matrix showing the current board- demographics, giving, term expirations, etc. Zach explained that with 3 board members stepping down in May 2010, and with a slight miscalculation last fall, the board needed to select 2 new members to join in May. A list of 6 candidates was distributed to the group, with the late addition of Rachel Flynn, Jeannette completed some research on each candidate before the meeting and was able to share giving information on each individual with the board. As an introduction to each candidate, at least one member of the board or staff spoke for a few minutes on the behalf of each individual. Ray and Todd spoke on behalf of John Torti; Heather Smith spoke on behalf of Marcy McInnelly; Jacky spoke on behalf of Scott Bernstein; Ellen spoke on behalf of Laura Heery; Russ and Jennifer spoke on behalf of Nathan Norris; John spoke on behalf of Michael Woo; and Todd and Dan Slone spoke on behalf of Rachel Flynn.

Each board member was asked to write down their top two candidates and turn in that sheet to Zach. Zach tallied the votes and reported the outcome later in the meeting.

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

Stephanie and Abby walked the board through the financial reports and explained that the finance committee meets monthly by phone to review each of these documents. Since the Fall board meeting, the Executive Committee accepted a revised 2010 budget and Stephanie asked for board approval of the document.

*Doug motioned to accept the 2010 budget  
Todd seconded*

*All approved and the motion passed.*

Stephanie then directed the board to a set of documents, the Congress Program Report and the Transportation Summit Report, which compare current year events to prior years, and look at attendance, income and expenses.

On the grant report, it was requested that the initiation date for each grant be added, as well as any board member involvement in grant acquisition.

It was clarified that the MOU with CNU and the LHC for CNU18 commits the LHC to raising \$250,000 and CNU to \$100,000. If the LHC raises above \$250,000, the LHC gets to get 50% of the overage, assuming there is a fully-formed CNU chapter capable of receiving the money.

*Stephanie proposed the board accept the treasurer's report.*

*All approved and the motion was passed.*

## **V. Strategic Communications**

Robin Rather, of Collective Strength, spoke with the board about CNU's image and brand. She has been working with Steve Filmanowicz and a strategic communications committee about ways to attract regional decision makers in metro areas, including state and locally elected officials and agencies, to CNU. The Committee agreed that CNU needs a new voice that is pragmatic, solution-oriented, visual and digital. CNU must make the target population feel that CNU understands their issues and that New Urbanism is a relevant and appropriate solution to their problems.

Robin presented a series of visuals and tag lines (such as, *walkable mixed use neighborhoods ARE the new economy*) to the board for reaction and will take the feedback back to the working group for further revisions.

CNU Publications – Steve began a discussion of the publication needs of the organization. This relates to past discussions of what types of printed materials are needed. The strategic communications campaign will create new materials. Questions to resolve are the type of format should they be (printed or downloadable), who is the audience and what do they need to know.

Steve presented a brochure from Reconnecting America as an example of the type of brochure we might want to emulate. Feedback and comments received by the board were:

- There is enormous need for something that is a “leave behind” to be used for fundraising and advocacy efforts
- Something downloadable that can be printed in color and is updatable
- The advocacy piece is trickier and will have to be customized for each effort. It should be the companion piece that is used for meetings with regional government officials
- A template that allows you to add in the targeted information and is a tool that can be used.

Steve thanked the board for their ideas and positive feedback

## **VI. City of Elgin/CNU Project- Mayor Schock**

Mayor Ed Schock, of the City of Elgin, spoke with the CNU board about the work the City has done with CNU, using the upcoming ITE/CSS manual to create a better plan for the City's potential growth. The Elgin story will be shared at the ITE Tech Conference in March and CNU hopes to use both the manual and the Elgin story to train local chapters. CNU sees this as the beginning of the project in terms of outreach and training and hopes that this will change standards.

Heather will email everyone involved with the project and ask to add them to a speaker list to help with future trainings.

*Meeting recessed until Friday.*

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**Congress for the New Urbanism  
Winter Board Meeting  
Friday, March 5, 2010**

**ATTENDEES:** Zach Borders, Stephanie Bothwell, Jack Davis, Ellen Dunham-Jones, Victor Dover, Doug Farr, Norman Garrick, Ray Gindroz, 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, Mindy Martinez, Jeanette Mihalek, Sandrine Milanello, and Heather Smith

**GUESTS:** Mike Busha – Florida Chapter, Mayor Cieslewicz – Madison, WI, Jane Grabowski-Miller – Madison LHC, Laura Heery-Prozes – Atlanta LHC and Andrew Prozes

**ABSENT:** Hank Dittmar, Doug Kelbaugh, Jacky Grimshaw, Katherine Kelly, and Connie Moran

Ray welcomed back the board and guests for the second day of the board meeting.

An agenda change was proposed- moving the Accreditation conversation to 11:15am so that Lizz Plater-Zyberk could dial in and participate. This would necessitate moving the Fundraising discussion to 10:30am and the discussion of any unfinished business to 12:30 pm. Lunch would begin at noon and the Legislative discussion would follow.

*The proposed agenda changes were approved.*

***I. Congress Updates***

Madison Presentation- Mayor Dave Cieslewicz and Jane Grabowski-Miller presented the theme (growing local) and highlights of Madison as a small city, ideal for hosting CNU's 2011 Congress. The Local Host Committee has already raised over \$70,000 in sponsorship money and began planning a fall lecture to coincide with the Fall board meeting, to be held the Thursday before the meeting (September 30<sup>th</sup>). All board members are asked to attend.

Florida Presentation- Mike Busha presented a proposal to the Board to host CNU20 on a Celebrity Cruise ship, the Millennium. The event would be a 5-day, 4-night cruise, departing from Miami and staying close to land. At this time there is no guarantee that the group could go to Havana, which seemed to be the main draw for board members. The cost of the ship would be \$1.3M and CNU would need to fill 718 double occupancy rooms.

The board discussed the topics of pricing and advertising (family-friendly vs. business trip), potential difficulty in recruiting speakers and getting a full event commitment. Much of the work for this Congress, especially in terms of fundraising and the collection of money would need to be completed earlier than normal in order to cover the incremental boat payments.

Sandrine and Abby both expressed concern about the financial commitment and potential competition with the Madison Congress for staff time and dollars.

Several board members expressed concern with the idea of a cruise- Scott P assumed the goal was to get to Cuba and if that couldn't be accomplished then CNU shouldn't cruise. Russ, Zach and Dhiru all expressed concerns related to attracting young people and the affordability of a trip like this for that population. Norman and Ellen worried that academics also might have problems passing these costs by their institutions.

On the flip side, if CNU stayed in Miami for the Congress, Sandrine pointed out that the dates we have selected are no longer available at back up hotel. All agreed that a decision should be made immediately.

A straw poll of Board members was conducted.

Mike K suggested that if the group couldn't come to a consensus about the cruise, then CNU shouldn't do it. All were in agreement with Mike. Steve M also expressed concern about the financial risk. The group began a discussion of additional options and taking a second "poll" of all in favor of the cruise as a venue for CNU 20. A vote was never taken, however Sandrine was instructed to investigate other hotel options such as Lowes.

Atlanta Presentation- Postponed until after the Accreditation discussion due to time constraints.

## ***II. Accreditation***

Lizz Plater-Zyberk joined the conversation by conference call.

Nora Beck reviewed the Accreditation program to date, including some of the member feedback (both positive and negative- the former was couched with statements that the test should be more rigorous). Nora and John held a conference call with Natalie and Chuck at the University of Miami and Chuck confirmed that the exam was created more as a basic assessment than a rigorous accreditation exam. Nora spent some time investigating what it would take for CNU to reach a level of accreditation similar to ANSI or AICP and determined that CNU would need to invest a significant amount of time and money.

Board members who had taken the test agreed it was a bit of a strange combination of questions, relying heavily on text. Dan Slone suggested looking at Green City Roofing as a possible model- they have a 3<sup>rd</sup> party test proctor who monitors pass/fail. Lizz explained that the test questions were being updated and questioned where CNU wanted to go.

Doug Farr assumed the Accreditation program was created, in part, to keep CNU connected to LEED-ND. However, he said, things have changed and CNU's marketing potential has lessened. Doug supported CNU staff's recommendation of a hiatus and evaluation period and volunteered himself for strategic planning.

Lizz, Victor and Ellen questioned the hiatus, saying that it presents an awkward situation for CNU and Miami. John agreed and said he heard a consensus to go on and believes there is value.

Going forward, CNU will revise the presentation of the course and exam, taking the emphasis off accreditation and move it more toward education. CNU and Miami will also work to update and improve the exam questions, without taking the proposed hiatus.

***All in favor.***

## ***I. Congress Updates- Revisited***

Atlanta Presentation- Ellen and Laura Heery spoke to the board about their fundraising efforts (\$265k total committed to date) and the creativity they've used in soliciting this money. With only \$15k in sponsorship from developers, the Atlanta LHC has focused on foundations for

Congress funding and created partnerships with the new Atlanta Mayor and City Council to hold pre-congress events, which attract the foundations. Dhiru has been a big help with these pre-Congress events, providing continuity and organization. Laura expressed her willingness to share her methods with the Madison committee.

On the attendance side, Laura expressed some concern, although it is still early. The registration target is 1200 and the hotel block is 1800 room nights. Ray asked that all board members stay at the Hilton and not take speaker fees. A notice will be sent out to the full board reminding them of their responsibility to attend and support CNU. (Stephanie also reminded the board at this time, about their minimum \$250 contribution).

Laura also suggested that some money could be saved on printing as CNU moved more and more of the event advertising to the web.

Ellen gave a quick review of the program. Thursday morning will focus on public health, with Howie Frumkin as an honorary chair. There is an opportunity to develop a longer-lasting relationship with the CDC if more of our member began to understand what a health impact assessment is and how to actually incorporate that into their planning.

The afternoon plenary is focused on HUD/DOT/EPA. Invitations have been sent to the highest-level secretaries and Adolpho Carrion. Shelly Poticha has committed to attending. Concurrently running is a plenary on the regional planning and climate change. Peter Calthorpe will be speaking and debuting Rapid Fire, which is his new software for measuring and modeling sustainability and climate change.

Friday night there will be a two-part plenary. The first part is on the shifting financial landscape. There will be two speakers from Federal Reserve Bank, one focusing on commercial and the other focusing on residential. Sam Sherman and Katherine Kelly will be questioning from a New Urbanist perspective.

Saturday will include a preview of CNU19 and an update on Haiti from Andres. Saturday night will showcase the Charter Awards and the party.

The initiative workshops are coming into focus, with a total of 10 in 3-hour slots.

Jennifer is working with Russ, Sandrine and NextGen on planning the location and flow of the open source. Heather and Sandrine are working with Matt Lambert to incorporate his special design proposal and are hoping the layout will be more interactive.

Additionally, on Friday there will be chapter meet-ups after the plenary session. Encouraging chapter meet-ups to be in the downtown area. Most meet-ups include dinner.

There are several events that board members will be asked to attend, a list will distributed specifying these requests. One thing to note, jackets are required at salons this year, due to their location.

### ***III. Minutes Approval***

During open discussion, Stephanie requested that the LHC sponsorship discussion on page 100 be amended.

*Dhiru moved to accept the minutes. Ellen seconded.  
All in favor. Minutes approved.*

#### ***IV. Fundraising***

Scott and John gave a brief overview of the fundraising committees activities to date. Both Sam Sherman and John Langmore were given credit for their involvement. Scott reported we are slowly building relationships in the industry sector but it is a long process. We need to articulate why CNU is relevant. A part of what we need to do as a board is to help John understand where we think our focus is in terms of building on the strategic plan.

Jeannette was then introduced as the new Development Director and gave a brief overview of her priorities going forward, including the reintroduction of the board commitment form and communicating with each individual about how they can leverage their contacts to reach the \$5,000 goal. Jeannette pointed out that the \$125,000 individual giving amount in the 2010 budget includes the board contributions and when looked at in comparison to the overall budget, it is a very small portion (less than 10%). CNU's priority should be to build up unrestricted revenue.

Laura Heery and Dhiru then mentioned a dinner they are organizing with Leon Krier. They hope to raise \$20k at this event.

Scott would like to create an endowment program based on life insurance programs and will come back to the board with the process for establishing such a program.

#### ***V. Legislative Discussion***

Scott P. noted that he would like to see a more focused board going forward to help shape public policy. Victor encouraged all board members to go back and read the CNU Strategic Plan and noted that relevance can be found in every heading. Ray reviewed the strategic plan and opened the discussion.

John began by discussing his upcoming meetings in DC on March 24-26 and the need to coordinate better among the group. Our goal should be to get inside the metrics to elicit change. The board and representatives of the organization need to better coordinate our efforts.

Stephanie spoke about her experience in Washington, specifically 3 major meetings held since the Fall board meeting. Her feelings coming out of those meetings is that people love CNU, but are unsure how we play into the future. We need to consider how to increase our presence in DC and how to involve the chapters.

Discussion then moved to Tiger/HUD and the following goals were discussed in relation to this project:

- Increase the number of Tiger/HUD like programs
- Support and enhance response from people who are making proposals for these programs
- Inform the way which in those things get administered

Discussion also included the need for a CNU staff person working in DC. John raised the issue that this is expensive and is not in the budget. It was noted that this would not happen unless the funds were raised. The group then decided to table this discussion.

Following the discussion all were in agreement that a government affairs committee be established. Board members serving on the committee are Steve Maun, Mike Krusee, Scott Polikov, Stephanie Bothwell and Sam Sherman. The framework of this committee was to establish the goals, objectives and the tactics to move forward.

The group then reviewed which board members are serving on the various committees.

Due to time constraints, the breakout sessions were not held and the meeting was adjourned.