



American Planning Association

Making Great Communities Happen

APA DIVISIONS COUNCIL

FY2018 ANNUAL DIVISION PERFORMANCE REPORT

Division: Planning and the Black Community Division

Chair (or primary author if not Chair): Derek R. Hull

1. Workplans and Budgets

The 2018 and 2019 PBCD Workplans are referenced as Appendix A and B. The 2019 Budget is referenced as Appendix D. This year, the outgoing PBCD Executive Board invited the new Board Elect members to prioritize activities and funding levels for the 2019 budget year. A series of conference calls were conducted to highlight the following:

- 1) Introduce PBCD Initiatives, review the current workplan and budget, and establish Committee Chairs for each PBCD Initiative;
- 2) Discuss the proposed workplan and budget and to draw particular focus to the 40th Year Anniversary of the establishment of PBCD in October 2020;
- 3) Conduct additional fundraising activities during FY 2019 to support current and proposed initiatives.

2. Communications

PBCD has taken major strides to revamp communication activity for its members. The Executive Board assessed the current communication efforts and implemented some changes to streamline our overall branding and messaging.

- PBCD continues to publish 2 -3 newsletters per year. For 2018, PBCD published two newsletters Dec- Jan 2018 and April 2018. Electronic copies were e-mailed to members and posted on the webpage; hard copies of the newsletter were presented at the Annual Business Meeting during NPC. The Division is seeking a new newsletter editor but until one is selected, the Executive Board Members will serve in this capacity to prepare newsletters and will Chair the Communications Committee.
- PBCD determined the need to enhance its social media presence and hired a Social Media Administrator. Interviews were conducted during FY 2018 and a selection was made at the beginning of FY 2019. The Social Media Administrator has created a new Facebook Page and initiated redesign of the Division's webpage. For FY 2018, a series of e-blasts were sent out to members to announce the newly elected officers, PBCD webinar series, and 2018 NPC activities.
- The rollout of the PBCD webpage design was delayed due in part to some technical challenges at the APA National Office and the designation of a Division member to handle updates. The Social Media Administrator has started participating in the weekly APA webpage conference calls so the Division expects a fully redesigned page to occur in FY 2019.
- The PBCD Facebook Page serves as the active forum of social media for the Division. During FY 2018, the Executive Board wanted to shift the narrative and direction of the page with focus more on Division initiatives and APA programs and policies instead of

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topics of any subject matter related to the Black community. The page was created more than ten years ago through the efforts of former PBCD Executive Board members. Unfortunately, the primary administrator is no longer active with the Division and refused to give up administrative rights. As a result, the Facebook Page has been renamed and the original PBCD branding attached to the page has been removed. PBCD also operates a Twitter account and Linked-In account which draw moderate interests from members. A new Facebook Page was created and members are rejoining the Division's new page.

- After the conclusion of the 2018 National Planning Conference, PBCD developed and issued a Division members survey to ascertain quality of PBCD planned events during the conference. A Survey Monkey survey was developed, comprised of 24 questions related to PBCD events during the conference and APA overall conference planning. Approximately 153 members participated in the survey. The results were posted to the Division webpage and sent out to members via social media. The Executive Board reviews the survey annually to align current and future Division initiatives. A copy of the survey is included on the PBCD webpage (The survey results are 35 pages).
- During the 2018 Annual PBCD Business Meeting, the Executive Board developed a volunteer sign up sheet for each standing PBCD committee. Each member in attendance was asked to volunteer for at least one or more committees. This effort resulted in identifying at least 25 new volunteers.

3. Annual National Planning Conference Activities

Like in years past, PBCD developed an ambitious Division schedule for the 2018 NPC. PBCD's kick off to the conference culminated in a "Day of Service" on Friday, April 20, 2018, in coordination with New Orleans Mayor, Latoya Cantrell and in honor of Earth Day. Later that evening, PBCD hosted a Consultants' Reception and Awards Ceremony, sponsored in part by PBCD members who operate planning consultant firms, at Dillard University, a Historically Black University in New Orleans. Appendix F lists the schedule of events for PBCD during the 2018 NPC. Despite the elimination of Division By-Right sessions, PBCD endorsed several sessions for our members who served as speakers and session organizers. The session, "Planning: Where Community Engagement Meets Equity", featured prominent PBCD leaders as moderator and speakers. The Annual Business Meeting was held on Sunday, April 22, 2018, and drew the largest group of members in the last 10 years. Attendance at the business meeting exceeded 100 participants. Appendix C includes the Business Meeting Agenda, Minutes and Sign-In sheets. PBCD concluded its activities at the 2018 NPC by hosting a Joint Reception with Housing and Community Development Division. The event attracted members from both Division generating revenue from the event.

4. All Other Events/Programs

Leading up to the 2018 NPC, PBCD held Regional Membership Drives and Networking Events in major urban areas. The events were hosted by PBCD Executive Board Members and were hosted in the following locations:

Oakland, CA, Denver, CO, Atlanta, GA, Chicago, IL, Washington, D.C., South Florida and New Orleans, LA.

The events allowed for direct interaction with the PBCD leadership and offered a forum for members to network and solicit ideas for future conferences and division initiatives. For the

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events held in Atlanta and South Florida, local PBCD members sponsored the receptions so the Division did not incur any costs. In total, approximately 75 members participated in these events leading up to 2018 NPC.

PBCD hosted a webinar entitled, "Planning for Environmental Justice and Healthy Communities" on February 23, 2018. The Division was approved to offer 1.5 (CM) for attendees participating in the webinar. By all accounts, this was by far PBCD's most successful webinar, attracting more than 800 participants. The speakers included PBCD member Carlton Eley and Tiffany Eng.

After revamping criteria for the PBCD Fellowship, the Division relaunched the Annual Fellowship for students. PBCD received a record number of applicants for the 2018 PBCD Fellowship Award. 35 students applied to the fellowship and after narrowing down the top candidates, Joy Semien, Ph.D. student at Texas A&M, was selected as the 2018 PBCD Fellow. Joy conducted research during the summer of 2018 on **The Impact of Hurricane Harvey on Houston's African-American Neighborhoods**. The research has been published and a copy has been distributed to the Division Council. PBCD's first webinar for FY 2019 will be on this research project.

Our Student Representative, Gisla Bush, prepared an extensive resume booklet for 2018 NPC attendees. The booklet contained resumes of PBCD student members and young professionals who were seeking internships and employment opportunities. The resume booklet was distributed to members via e-mail prior to the start of conference.

To round out FY 2018, PBCD participated as a symposium sponsor and presenter at "Broken Landscapes: Local Perspectives on Black Architects and Planners" in Washington, D.C. The event occurred on September 27, 2018 at Howard University and attracted planners from across the nation to participate in a forum that examined the roles of Planners and Architects in the District of Columbia. Herald as a success, the symposium was coordinated by PBCD member, Hazel Edwards, FAICP and featured speakers James Gilleylen, a former PBCD Executive Board Member and Derek Hull, PBCD Chair. CM credits were offered for participants who attended the symposium.

5. **Membership**

PBCD membership has increased dramatically, with the majority of new members representing student populations. It is noted that PBCD non-student membership (Regular Membership) remains around 300 members.

PBCD 2017 Membership:
534 (End of 4th Quarter)

PBCD 2018 Membership:
1,080 (End of 4th Quarter)

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Currently students make up approximately 75 percent of the total PBCD membership. As a result of this increase, PBCD has identified areas to cultivate student interests:

- 1) PBCD Fellowship Award
- 2) PBCD Mentor/Mentee Program
- 3) PBCD Resume Booklet
- 4) PBCD Travel Scholarships

Currently the Board has eight committees:

- **Elections Committee:** Coordinates PBCD Elections and recruits and trains officers.
- **Communications Committee:** Serves as editor and writer of the newsletters, any social media and web page activity, coordinated by the Social Media Administrator, and coordination of all webinars.
- **Regional Ambassador Program:** Coordinates regional events along with Board Members to promote PBCD Initiatives.
- **Collective Impact:** Coordinates the formation of complementary professions to formulate a Think Tank and Speakers Bureau to address issues germane to the African-American community.
- **Fellowship Committee:** Disseminates and coordinates activities for the Fellowship Award and oversees the Fellow's research project.
- **Fundraising Committee:** Establishes fundraising goals and develops a solicitation packet for fundraising.
- **Membership Committee:** Cultivates activities to secure new memberships to the Division and develops surveys to assess membership satisfaction.
- **40th Anniversary Committee:** Establishes the theme for the event and creates the marketing campaign and anniversary outline for members.

Each Executive Board Member is required to chair one or more of these committees to ensure that proper oversight is granted by the Board. Each committee solicits volunteers from the general membership. During the 2018 PBCD Annual Business Meeting, members were encouraged to sign up for one or more committees offered during the meeting. Funding for each committee is included in the FY 2019 budget.

6. Division Assistance Programs

PBCD conducted a Day of Service during the 2018 NPC on April 20, 2018. The event was coordinated with the Office of Mayor Latoya Cantrell. During Earth Day, PBCD members met in a local neighborhood and removed debris and trash while engaging residents of the importance of protecting the environment. In total, the event attracted 15 volunteers to clean District B of New Orleans.

PBCD has identified members to assist with the Social Equity Policy Guide, including Carlton Eley. Likewise, other members are assisting with the Diversity Forum, including Jeanette Dinwiddie-Moore, Maxine Griffith and Derek Hull.

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7. Research and Publications

The 2018 PBCD Fellow conducted research entitled, **The Impact of Hurricane Harvey on Houston's African-American Neighborhoods**. The research has been published and available through the PBCD webpage. A copy of the project was sent to the Division Council.

8. Elections

PBCD conducted elections for Division officers. The election was conducted through the APA Election Process and concluded in September 2018. The Nominations Committee consist of Patrice Ruffin, AICP, chair and Jeanette Dinwiddie-Moore, FAICP, member.

PBCD held an election for the following positions:

Chair Elect (Victoria Mason-Ailey)

Vice Chair (Franchesca Taylor)

Secretary/Treasurer (Chanel Williams)

Student Representative (Kayla Hunter)

With the exception of Chair Elect, there were at least two candidates vying for each office. In the case of Student Representative, there were eight candidates vying for the position. The new officers will be installed on January 1, 2019, when they will assume their responsibility. A considerable amount of effort has been allotted for new officers to get acclimated to their roles and responsibilities. Members who ran for office but did not win were still encouraged to remain active in the Division.

9. Financial Report

Appendix D highlights the final Financial Report for FY 2018 as well as our proposed FY 2019 budget. There are several items to note regarding FY 2018:

1. The proposed revenue for FY 2018 budget is inaccurately reflected on the attached spreadsheet. The amount reflects \$10,500.00 but the amount should be \$9,000. When formatting the spreadsheet, the Fellowship Donations and the Fellowship Revenue were both counted in the grand total for revenue.
2. The projected fundraising and other revenue goals of \$5,100 was not achieved for FY 2018. The Division secured \$1,058 in sponsorship and revenue but did not secure an additional \$4,042 to meet the targeted goal. This was due in part to revising the PBCD Sponsorship Packet six months into FY 2018.
3. Despite coordinating efforts, the Fellowship Committee was not able to launch the Fellowship Donation Campaign. The proposed fundraising goal was \$1,500 which created a deficit of \$1,500 of unearned revenue for FY 2018.
4. There are two outstanding commitments for pledged donations to PBCD for FY 2018. These amounts were for sponsorships for the PBCD Consultants' Reception and Awards Ceremony. The PBCD Executive Board has reached out to Consultants to secure payment.

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5. Travel Expenses related to Sec./Treasurer and Student Rep. were for attendance at 2017 APA Policy and Advocacy Conference. The "current" Board held a retreat during that weekend so technically these expenses occurred in FY 2017. Funds, however, were reimbursed in FY 2018.
6. Travel Expenses related to Chair's travel for the 2018 APA Policy and Advocacy Conference included conference registration for the Chair Election in the amount of \$95.00. The Chair's travel costs for the conference was \$872.01. The Chair received a Travel Scholarship from the Division Council to cover half cost for air, hotel and transportation. PBCD is waiting for reimbursement from the DC to reimburse the PBCD account. The PBCD Treasurer will send a follow up e-mail to the DC for reimbursement to the account.
7. The Regional Networking Events were budgeted at \$400.00 but PBCD received a \$500.00 contribution from a member and additional funding was used to host the Florida reception.

When considering that PBCD anticipated approximately \$5,500 in additional revenue through fundraising and other revenue activities, the Division was still able to coordinate a robust and active year with a reduced budget. Although the budget shows a deficit, it was predicated on our attempt to fundraise. At the close of September 30, 2018, PBCD had a balance of \$5,500. Fundraising will be a top priority for FY 2019.

10. Bylaws

There were no changes to the PBCD Bylaws during this reporting period.

11. Divisions Council Meetings

Derek Hull, PBCD Chair, did not participate on the conference call for Winter Business Meeting due to a work conflict. The Chair did participate in the Business Meeting during the 2018 NPC and the Business Meeting during the 2018 Policy and Advocacy Conference. The Chair Elect also attended Policy and Advocacy Conference.

12. APA Development Plan

PBCD has been active in providing guidance with the APA Diversity Forum. The Division was the first to recommend consideration of a Diversity Summit for the 2019 NPC. In addition, several members have been involved with the Social Equity Policy Guide. Our Division has subject matter experts that provide direct focus to the subject matter and help to shape the narrative around diversity and inclusion for the entire organization.

13. Division Challenges

At the start of FY 2018, PBCD experienced an abrupt resignation from the newly elected Vice Chair. Naturally, this left a major void in conducting activities outlined in the Division's work plan. In addition, the remaining members, excluding the Chair, had limited experience with APA. These factors, coupled with a lack of dedicated volunteers, prevented the Division from achieving some of its desired goals such as fundraising and enhancing our overall messaging through social media. The influx of student members and the loss of revenue from student memberships continues to be a challenge for PBCD. In short, the Division must work harder to cultivate a work