

Present: Joan, Jennie, Anthony, Ed, Tammy, Terri, Jessica, Dustin, Brian, Emma Jack, Andrew Waggoner, and Joni Goshorn

1. Development of Bay Area Program Teams: Each quadrant would host 1 program around the same time of the year, every year, to be lead by a team, thus, there will be 6 programs with 4 hosted by quadrant teams, leaving two others to be organized.
  - a. West Bay: Emma is team leader. Considering update of climate change program and bringing in Michael to discuss finalization of white paper (still not confirmed) and what's been learned, introduce climate change issues to CEQA and legislation.
  - b. North Bay: Joni is team leader. Terri sent out email to North Bay members requesting them to come to brainstorm dinner, everyone came to table with list of topic ideas, a good mix of attendees, everyone shared ideas, identified team leaders, singled out an idea, good meeting place with no interruptions. The program idea came from Missy Harris (City Planner), who was interested in when is watershed supply assessment required) because it is a big issue due to climate change. Joni is in the process of gathering speakers, venue, etc. Program proposed for early November.
  - c. East Bay: Andrew will lead the brainstorming dinner. He will propose dates to Ed, send out email (based on Terri's), and choose the venue.
  - d. South Bay: Emma knows someone in the South Bay interested in possibly organizing Sept program and we have a possible venue at the VTA. Mike Coleman from Santa Clara Valley Water Agency (organized CEQA workshop) might have ideas or be interested in helping coordinate. Program proposed for October.
  - b. Misc.: Pressures on society and the environmental professions will continue to accelerate, programs need to be professional, which includes pdf flyers, website, informational, timely, big turnout, venue, etc.
2. Co-sponsorship: Co-sponsorship of a San Francisco Bay Area Professional Program brings a certain level of professionalism. APA and AEP had joint Christmas parties for the past few years (they are Bay Area organization closest aligned with our interests). For the SF Climate Change Program, Ed approached APA regarding co-sponsorship, which consisted of advertising to members to help increase attendance, AEP offers to have them advertise APA at the event, AEP interested in exposure of APA members to AEP (possibly gaining new membership), and APA's logo is on the flier. Do we want to ask more and give more? Are we going to charge? All programs have been free and open to AEP members and guests and members of sponsoring organization and their guests.

AEP will offer co-sponsorship to professional organizations, not lobbyist groups. On the other hand, Brian works with special interest groups who are heavily involved in CEQA issues by providing technical information and doesn't want to discount those

groups as advocacy groups. Advocacy groups on other side (building industry), should also be invited to co-sponsor to create a balance. According to Ed, this shouldn't be a problem as long as group is relevant to program topic.

CONCENSUS: Are we going to ok groups to co-sponsor programs as long as it relates to professional interface? RESULT: yes

CONCENSUS: Approve NB Program water supply issue as a program topic?  
RESULT: yes

Ed will write a draft of a one-page guide on what co-sponsorship means for a program series to be sent to potential co-sponsors outlining what we do and what their responsibilities are

CONCENSUS: Approval of Ed to draft co-sponsorship requirements memo?  
RESULT: yes

3. Corporate sponsorship: Corporate sponsorship happened when Emma got Tetra Tech to pay \$300 for the SF Climate Change Program; EJ used her own time and some Tetra Tech materials. Tetra Tech liked the marketing opportunity, able to showcase greenhouse gas expertise via Barbara. Do we want corporate sponsors? Joan says that we get sponsorship in lots of ways (time, meeting locations, etc.), so sponsorship should also be offered to companies not represented by the Board. Brian says that AEP should strive to not charge members, focus on sponsorship opportunities because sponsors get benefit from AEP with proposals, publications, etc. Ultimate objective should be to not charge at all, programs should be self-sustaining. Brian will draft a memo outlining what it means to be a corporate sponsor.

CONCENSUS: Do we want corporate sponsors? RESULT: yes

4. Program Fee Charge: Other chapters require RSVP, pay at the door, increased fee if you don't pay ahead of time, people sit at a table to accept cash (cash box), which takes a lot of planning and management. Brian says if we try to define things too much, we'll be too confined and that the situation of the programs determines appropriateness of charging. Ed says let's think about how we use our money, what our account balance is like, effort it takes to charge, availability of free venue, etc. before we decide whether we need to charge. Joan says we're one of the only chapters that doesn't provide scholarships, so maybe that should be a catalyst for charging?

CONCENSUS: Continue to offer the program series free to members, cosponsors and guests, but may charge for certain programs where there are special circumstances?  
RESULT: yes

5. Program Series Budget Development: Ed says that team leads will organize budget and he wants annual budget for programs. Dustin will print out budget structure.

CONCENSUS: Move forward with developing program series budget, getting it approved? RESULT: yes

6. Recurring Topics: A student program, program aimed at junior PMs to supply them with support and networking, etc. are possibilities for recurring programs.

CONCENSUS: Do we want to have recurring topics? RESULT: yes

7. Program Ideas: Getting them is not going to be a problem. Anthony is looking into an alliance with Biologist programs at UCB because the department is looking for speakers and events. Anthony will get a team together at UCB to mount a program.

CONCENSUS: Support student program? RESULT: yes

Ideas for junior PM program include comparing project success, roundtable discussion, blog on website, etc.

8. Program Branding: Ed wants to take budget money to work out program branding.

CONCENSUS: Approve of Ed looking into cost of logo branding? RESULT: yes