

NOVEMBER 24, 2003, FLORIDA CNU CHAPTER ORGANIZING COMMITTEE MEETING

Morning Discussion

The organizing meeting of the Florida Chapter of the Congress for the New Urbanism was held on November 24 in Orlando, Florida. The day was moderated by two of Florida's CNU board members, Jim Murley, Director of Florida Atlantic University's Catanese Center for Urban and Environmental Solutions, and Elizabeth Plater-Zyberk, Dean of the University of Miami's School of Architecture. The meeting was well attended, with some 75 participants from all areas of Florida. (See Appendix A for a complete list of participants.)

The day began with welcoming comments by Orlando Mayor Buddy Dwyer. His comments were followed by a review of the day's agenda by Jim Murley:

- Morning session, CNU National Update by Milwaukee Mayor and CNU President and CEO, John Norquist, and updates by collateral organizations
- Afternoon session, general business meeting

In his update about CNU, Mayor Norquist highlighted the importance of chapters to CNU, particularly the Florida Chapter. "Florida," Norquist noted, "is the leading state in confronting the issues related to the New Urbanism. It has more members than any other state... Chapters will help strengthen CNU so that it can clearly, loudly, and effectively get new urbanism values in places, with the result that the New Urbanism is imbedded in local codes across the country.... The Florida Chapter is ahead of all the others. It can help provide the leadership for future chapters. With chapters, we will gain a much richer urbanism through the different urban styles in different regions of the country."

Norquist's comments were followed by the collateral organization updates.

- Rick Hall, International Traffic Engineers (ITE): ITE and CNU are working together on a joint project called Context Sensitive Design for Major Urban Thoroughfares. The hope in the future is to expand the project to all levels of streets and to make the design standards mandatory. Hall also noted a new EPA study of several cities that proves the higher costs of low density. It was agreed that the report should be placed on the Florida CNU Chapter's website under task forces.
- Matt Shannon, the New Urbanism Division of the American Planning Association (APA): This new division of APA is not intended to compete with CNU; rather, its focus is on educating the some 35,000 planners who are members of APA on the New Urbanism. The division is preparing an educational CDROM on New Urbanism and publishes a newsletter, *New Urbanism in Practice*. Shannon noted that the division's work will likely lead to new CNU members as more planners get interested in the New Urbanism.
- Peter Magyar, Florida Chapter of the American Institute of Architects: The Florida CNU Chapter can help the academic schools of architecture by providing information on the New Urbanism.
- Gene Boles, Planning Officials Training Program: The first program was delivered at the fall meeting of the Florida Chapter of the Florida American Planning Association. It included a

section on the New Urbanism. Boles said that he would like to see the Florida CNU Chapter participate in the next training session. Over time, the program will add modules on specific topics, such as the New Urbanism, transportation, and school coordination. The focus is on how planning officials can use these ideas in their work.

- Lester Abberger, Florida Planning Association (FAPA): Abberger began his comments with the observation that there can be a lot of serendipity in the work of FAPA and the Florida CNU Chapter. He then cited the FAPA white papers on Florida's growth management laws in the agenda packets for the meeting. One of these papers describes the importance of metropolitan regions as a building block.
- Carey Hayo, Urban Land Institute (ULI): The Florida CNU Chapter could work with ULI's District Councils. A ULI project that the chapter will want to monitor is the Florida regional initiative, which is focused on developing recommendations for improving regional collaboration.
- Tesula Stewart, the Abacoa Partnership: Stewart asked the chapter to focus on issues of importance to Abacoa, which are diversity, including ethnic, economic, architecture, and social services, and environmental stewardship, especially water management.

Jim Murley closed the collateral organization presentations with the note that all of the comments helped paint the picture of issues for the chapter and the ways in which the collateral organizations and the chapter can work together to address the important issues facing Florida. In working together, all the organizations can gain greater synergy and leverage more successes.

Murley ended the morning session with a comment about how chapters can help CNU, which could include having more current records and helping obtain a higher member retention rate, especially following the annual Congress. He also thanked those who helped capitalize the chapter. Almost \$30,000 has been received to date. The funds donated for the chapter are in a designated account and have not been touched. The Florida chapter members will decide how these funds and their membership dues should be spent.

Afternoon Discussion

Elizabeth Plater-Zyberk moderated the afternoon general business discussion. The discussion points are summarized below.

Mission

Discussion focused on the following questions:

- What can the Florida CNU Chapter do for you?
- What can the Florida CNU Chapter do for greater benefit?

To begin the discussion, meeting participants reviewed the mission of CNU, as laid out in its Chapter Handbook.

The Congress for the New Urbanism (CNU) is a nonprofit organization aimed at stopping sprawl and re-establishing compact, walkable, and environmentally sustainable neighborhoods, cities, and towns. CNU Chapters work to further this mission through education, networking, and outreach at the local, regional, and state levels. CNU chapters are independent organizations that work to further CNU's mission through education, networking, and outreach.

Comments on the mission elements for the Florida chapter centered on the types of things that CNU as a national and international organization cannot do.

What can the Florida CNU Chapter do for you?

- Create knowledge of Florida specific information (a clearinghouse function). This should include rapid dissemination of information through, for example, white papers and emails.
- Provide time for peer critiques of projects and techniques, as well as for advice for local governments. Such critiques could be held at a university or at local government meetings.
- Facilitate alliances at the local level.
- Educate local governments in partnership with other organizations.
- Conduct finer grain education from the state level down to the local level, which should include a focus on the true grassroots (the existing residents of an area).

What can the Florida CNU Chapter do for greater benefit?

- Serve as an organized voice for changes in public policy (e.g., Florida growth management policies, and schools, transportation, the environment, and water supply and management policies). This should be done in coordination with other organizations addressing these issues and should go beyond what they are doing (for example, address the built form).
- Develop an understanding of what is distinctive about Florida, including the rate of change, the aging population, and the rate of immigration.
- Use Florida-specific information when talking to the Florida state legislature.
- Develop a Florida context for LEEDS, which currently is not specific to an area. This information would also benefit CNU. (The Florida Green Building Council will meet in the spring of 2004 at Florida Atlantic University.).
- Develop a focused research agenda for universities.
 - One idea was to create a New Urbanism Research Center (NUTR) similar to the University of South Florida's Center for Urban Transportation Research (CUTR).
 - Another suggestion was to conduct research on consumers in order to develop a more targeted message.
- Develop a list of organizations that the Florida CNU chapter should coordinate with and/or know more about.
- Prepare case studies of changes in the political make up of local governments (e.g., from con to pro New Urbanism).

Discussion ended with agreement that the mission should have two parts, with the rest of the details included in the goals and objectives.

Structure

The following comments were made about the proposed chapter structure, as outlined in Appendix B to these discussion notes.

- Consider adding a public policy liaison or committee, which would coordinate with other organizations to focus on state policy.
- Add a committee that focuses on research, including setting an agenda for research.
- Organize a speakers' bureau.
- Consider a student representative on the Executive Committee.

- Create a committee or subcommittee that focuses on school design and location, including how location ties to savings in cost. Initially, such a subcommittee should be a part of the Program Committee. If it picks up a lot of steam, the subcommittee will break off as a separate committee.
- Address the need to conduct outreach to non-New Urbanists, as well as to CNU members.

Committee volunteers included the following:

- Public Policy, Ed Maietta and Bill Hattaway
- Communications, Jeff Ferguson
- Student Support, Bruce Stephenson
- Membership, Navin Ramani
- Programs, Tom Cardinal

Activities

Suggested 2004 activities included the following:

- Update the *Guidebook to New Urbanism in Florida*
- Look at tying chapter meetings to other events (e.g., at Seaside).
- Meeting coordination:
 - Look at schedule for when other organizations have meetings (attach to or avoid)
 - Check good and bad dates through the chapter email list
- Hold one chapter meeting as part of the annual Congress (possibly as a salon).
- Meet early in 2004 to finalize the steps of becoming a Provisional CNU Chapter (prior to CNU's February meeting).
- Host a chapter email list.

Budget

Ideas about chapter membership included the following:

- Consider a tiered membership, including both individual and organization memberships.
- Target the some 200 CNU members in Florida, plus approximately 200 members who have not renewed their membership.
- Ask CNU to include a Florida Chapter checkbox on their membership form.
- Emphasize chapter contributions and minimize the amount of membership dues (e.g., \$10.00), making up the funding by charging for events.
- Look at allowing people to participate in a certain number of meetings before being required to join the chapter.
- Consider using allied organizations to help raise money by including them in chapter events.
- Make it clear what chapter members get for their dues.

The discussion ended in a quick poll to determine the level of support for different levels of chapter dues. The majority supported chapter dues of no more than \$25 per year, possibly offering an initial \$10.00 introductory level.

It was agreed that as a next step, the Executive Committee will discuss membership policies. No final decisions would be made until after CNU's February Board of Directors meeting, when they will re-evaluate current policies concerning chapter dues and the amount chapters are asked to return to CNU in exchange for CNU support services.

Motions

Two motions were made and voted on.

Motion One: To approve the Executive Committee as proposed.

Executive Committee

Chair	Victor Dover
Vice-Chair	Rick Hall
Secretary	Marcella Camblor
Tallahassee	Rick Hall
Orlando	Christi Elflein
Jacksonville	Doris Goldstein
Tampa	James Moore
Naples/Sarasota	David Brain
Treasure Coast	Marcella Camblor
South Florida	Navin Ramani

Legal Counsel Sam Poole

Executive Secretary Jean Scott

Committee Chairs

Communications	Jeff Ferguson
Membership	Navin Ramani
Programs	Tom Cardinal
Public Policy	Ed Maietta and Bill Hattaway
Student Support	Bruce Stephenson

The Executive Committee will fill any remaining vacancies. The motion to approve the Executive Committee was made by Gene Boles and seconded by Peter Magyar. The motion was approved with no dissenting votes.

Motion Two: To authorize the Executive Committee to take the Chapter's Application for Provisional Status to CNU's Board of Directors' February 2004 meeting. The motion to approve the submittal of this application was made by Marcella Camblor and seconded by Bill Hattaway. The motion was approved with no dissenting vote.

Appendix B: Proposed Organizational Chart

