Chapter Wins Award for Outstanding Service to Members

From the President

February 2005

Chapter Wins Award for Outstanding Service to Members

We received great news in January – GPA won a Karen B. Smith chapter award from the Chapter President’s Council (CPC) for “outstanding service to members.” In putting the award application together, I found that no single effort really stood out on our part, but collectively, we had accomplished a lot of smaller things that were collectively worthy of recognition. It is that characteristic – a combination of efforts, working as a team to accomplish the multiple goals of the chapter – about which I am most proud.

My last newsletter column reported on some of these successes, but it is worth reiterating accomplishments and recognizing several folks here. As our longstanding VP of Chapter Services, Alex Ikefuna’s work has been central to deserving this award. Steady over a number of years now, Alex has implemented improvements to our website, supervised production of a membership brochure, issued member directories, sold shirts at conferences, sold advertising spots on our web page, and provided timely responses to all membership inquiries. Our membership has also grown consistently over the past few years. This was an award for membership “services” and hence Alex is at the top of the list in terms of deserving recognition.

Many other achievements, innovations, and improvements were cited in the awards application. Rob LeBeau, AICP, our VP of Programs, has raised the quality of our conferences to a higher level and coordinated extensive, active involvement in conference planning by our functional committees and members. Rob was one of two directors to receive awards from the President for outstanding service during 2004. Diana Wheeler and Kathleen Field co-chaired the planner’s luncheon in 2004, thus resurrecting a long-dormant program of the chapter. The two lunch events they organized were very well attended. Debbie Miness, AICP, the other recipient of the 2004 President’s Awards, has helped to fill the workload in many areas including membership services, production of the membership brochure and directory, and planning commissioner training.

The award application also cited our outreach to planning commissioners. We have continued to provide regular training and have sought certification for their enrollment in training programs (more on that topic below); David Sutton, AICP, our Planning Officials Development Officer, has done the heavy lifting in that regard during the past two years.
Award—Cont’d

E-mail legislative alerts by Dan Reuter, AICP, our President-Elect, and his timely consideration of bills pending in the General Assembly and regular updates of our legislative priorities have added to the list of improved membership services. And our Professional Development Officer, Glenn Coyne, AICP, has maintained our services to professionals by continuing training for the AICP exam, scheduling ethics sessions at our conferences, and assigning continuing education credits for all conference sessions.

There were a number of other innovations and improvements that were cited in the award application. These include holding competitive elections, streamlining and publishing the chapter’s annual budget, decentralizing workloads and sharing leadership, attempting a 150+ volunteers initiative, and preparing and maintaining a long-range strategic plan. All other board members deserve recognition for supporting new initiatives and improvements over the past few years.

Board Schedules and Holds Retreat

The GPA board meets relatively infrequently, and when we do get together, we have a lot of regular business to discuss in just a few hours. We have little time to think strategically and address the “larger than routine” issues that have accumulated. In December, the board voted to spend some of the association’s money to get the board together in a retreat environment. We held the retreat January 14-15 in Savannah. This may have been a first ever event, where the association sprung for board members to stay overnight and engage in a full day of intensive work. Without such an offer, I contended, it would have been difficult to get good attendance at an extended work session of the Board. The purpose of the retreat was not a short vacation for board members, but rather, an intensive working session where we considered some of the pressing issues we never have had time to ponder in board meetings. The retreat was well attended (by 20 of 26 board members).

The executive committee recommended and the Board approved an expenditure of $6,000 for the retreat, but actual expenses were about $4,500, due to less-than-full participation. We had very productive “small group” sessions organized around specific topics and then had discussions and debate in a “committee of the whole” session to end the retreat.

Two major issues topped our discussion list, though others collectively were also very important. First, our association’s reliance on volunteer labor (or directors and members) ultimately has a limiting factor, and for some time now, I’ve thought about the need to consider professional assistance or a part-time executive assistant. Secondly, the association through staunch fiscal conservatism, excellent financial management of programs, and routine under-expenditure of budgeted items has accrued a significant surplus in funds—some $60,000. I suggested, and the executive committee agreed, that the retreat would be a good environment for developing and considering ways in which some of our surplus funds could be used to advance our various initiatives.

Despite a significant surplus, we concluded during the retreat that we were not ready to take on a recurring annual expense for partial administration of the association’s affairs. But we identified ways to relieve some of the higher demands for volunteer labor by directors, and we will continue to explore those possibilities. On the subject of initiatives and possible budget authorizations, the board was equal to the task and did a fine job at the retreat. District Directors defined their roles with a “base” and “ideal” job description.
Retreat—Cont’d

We discussed publishing a state planning history and/or a state plan (to generate debate), reprinting a compilation of newsletter articles, providing for a minority scholarship, increasing the endowment at Georgia Tech, and many other ideas. So many good ideas came out of the retreat that they cannot all be summarized here.

Planning Commissioner Certification Close to Reality

When we amended our bylaws in 2002 to add two planning officials to our Board, we made a statement that planning officials were important to us – that we value the work of planning commissioners. We did so in part because they need the training but also because we are their only major membership organization. We can thank Gary Cornell, AICP, Past-President, for that suggestion and seeing that change to fruition. Of our some 860 members today, approximately 10 percent are planning officials. That number fluctuates depending a lot on how many cities and counties sign up their planning commissioners each year. There is substantial potential for increasing planning official memberships, especially if we improve services and demonstrate our commitment to them.

In 2004 we received a $1,000 grant from the Chapter President’s Council to pursue a multi-organizational collaborative to support planning commissioner training and certification. GPA since the early 1990s has played a leadership role in delivering training, and with help of other organizational partners we recently developed the concept for training and certification and revamped our curriculum for Community Planning Institute.

Other southern states have recently passed laws mandating planning commissioner training, and word on the streets is we may soon get a similar legislative mandate in Georgia. We did not want to be left behind in this effort; the real prospect existed that the past 12 years of association involvement as a leader in planning commission training could be forgotten unless we took initiative and tried to maintain our position as an advocate for planning commissioners and their training needs, before decisions are made about roles in any sort of mandatory planning commission legislation.

During the retreat, the Board approved a one-time expenditure of $10,000 to support a certification program for planning commissioners. In early February, the Board voted to approve an agreement with the Georgia Department of Community Affairs (DCA) (using the aforementioned funds) to establish and maintain the planning commissioner certification program. An ancillary benefit is that Georgia DCA will be seeking to fill the rapidly increasing needs for planning commissioner training which to date have been unfulfilled on a statewide basis. The requests and inquiries are coming in almost daily now, it seems. At the time of this writing, the agreement was pending approval by the DCA Commissioner.

If the agreement is approved by the DCA Commissioner, beginning at the March Community Planning Institute in Albany there will be official records and transcripts kept for those who complete training. They will become officially “certified” in basic planning commissioner training. Our intent is that other partners (members of our previously established curriculum committee) will join GPA and DCA, and that other (non-GPA) training programs will be recognized and their attendees given certification through the statewide program as well. GPA’s grant to DCA will help us maintain our curriculum committee, recruit and approve qualified faculty (which will need to expand with more training events), and develop an “advanced” curriculum and certification to complement the “basic” training that is provided now. In my opinion, this is one of the more significant initiatives we as an organization have put forth in some time.
Board Adopts an Unbalanced Budget for the First Time in Many Years

We have a steady annual source of income from membership dues rebates from APA. These funds average about $16,000 a year, and with our recent membership initiatives, the outlook is for membership revenues to marginally increase over time. Unlike some nonprofits, that dedicated funding source provides for a stable financial situation. Other small revenue sources exist, such as grants from CPC, our AICP rebate (which must go to professional development), and newsletter and website advertising fees.

The APA monies are not enough to cover our basic annual costs. The newsletter costs have been increasing, and it is our single largest expense (now exceeding APA dues rebates). We have observed how other chapters are going to electronic newsletters, and were we to make that change ourselves, we would free up some $17,000 this year for other initiatives. I have never supported going to an e-mailed newsletter rather than a printed one, however, because I view that as an unacceptable reduction in membership service. We still have significant percentages of members that do not provide e-mail addresses in their membership applications, and many would thus never hear from GPA without the printed newsletter. This newsletter is our ONLY major connection to ALL members.

We have in recent years found a way to balance our budget, by trimming here and there and not really seeking to fund anything new. Our major conference programs (but not professional development or planning official training) have been run with net positive budgets and have done quite well in the last two years in particular. As a result, we have had balanced budgets and built a substantial surplus. I’ve been as fiscally conservative as the rest of our past and present board members – until this year’s budget.

While fiscal conservatism is a virtue, I contended to board members that if we held all these surplus funds (and balanced the budget) it would come with a big consequence – we would be implicitly saying “NO” to the potential use of surplus funds that could advance our organizational objectives and strategic planning initiatives. With good initiatives flowing from the board’s retreat, and with stable future revenues assured, the board proposed and approved a 2005 annual budget that has $22,500 more in anticipated expenditures than anticipated revenues. The largest overages are to subsidize the planning commissioner certification program ($10,000), the board retreat ($4,500), district events ($1,500), more money for webpage enhancements, and a one-time doubling of our $1,500 annual contribution to the Georgia Tech endowment for graduate planning students. The programs budget itself, including the $10,000 planning commission certification seed money, is $7,000 negative after considering some anticipated net revenues from our 2005 fall conference.

Despite an unbalanced budget this year because of funding these new initiatives, we still leave an estimated $37,500 in reserve funds. This seems plenty, considering a dedicated funding source, membership growth, excellent fiscal management, and efforts to increase revenues through advertising and grant writing. Hence, I have few worries myself that our deficit spending this year gives the membership any cause for concern. As noted previously, I believe the greater risk is to not capitalize on advantages to enhance the public standing of the organization.
I told the Board that with their budget approval I would become the biggest deficit-spending president GPA has ever had. My only worry about this year’s budget deficit was that we should not preclude future boards the same privilege this board had — i.e., spending some of the surplus funds. I don’t think our budget deficit this year precludes those future possibilities. I think we went about deciding on those initiatives and budget priorities in the best way we could, with a retreat of the board. We could look at our CPC award, which was for outstanding membership services, and say that we’ve done enough. I don’t think so. The new initiatives funded reflect an increased commitment to member services — to planning officials, students, and planners in our ten regions, among others.

The Outlook from Here

The major unfinished business from the retreat is to update our strategic plan. We had hoped to do that at the retreat, but with all the fine recommendations and suggestions made then, and no “mandate” to revise it every year, we decided not to “rush” that effort. Our President-Elect Dan Reuter, AICP, will be heading up the most important initiatives from here, meaning the revision of our strategic plan and recruiting of the some 50 members to run in competitive races for a new board of directors to be seated at the fall conference in Columbus in September. Although the exact specifications of all initiatives in 2005 have not been determined, some of my last big jobs as your president will be to chair the awards committee myself and help Dan recruit folks to run for office and fill committee chairmanships. I also plan to attend the CPC-leadership meetings in San Francisco at the APA conference, where we will receive our chapter award. We are strongly considering immediate implementation of the retreat recommendation that we award local governments that have distinguished themselves above and beyond the rest with regard to planning. And we may follow recommendations that functional committees (transportation, urban design, etc.) be expanded to include an environmental committee and perhaps others.

With your help, we can keep the “train rolling” and maintain the energy and enthusiasm of our organization. Attend the many conferences and events we will put on this year, or as many as you can. Get involved in a committee. Sign up your planning commissioners for membership. And enjoy the planning profession, which is on the increase in Georgia in terms of its stature as well as numbers.

Jerry Weitz, AICP, President
Exciting things are happening in planning, zoning and redevelopment in Georgia. Many cities and counties in Georgia are undertaking programs to permit development that is truly innovative. Some of these activities are the result of market forces aided by local government such as the transformation of Atlanta to a vibrant city populated by new residents living in condos and lofts or families renovating bungalows in pre-war neighborhoods.

Other startling planning and development activities are occurring in smaller cities including Suwannee, Smyrna, Decatur and Covington. These cities, and others in Georgia, are taking actions to create places for homeowners to live, work and play in mixed-use town centers, new traditional neighborhoods and conservation or greenspace oriented subdivisions.

Cities in Georgia are increasingly recognizing that environmental protection and new development can occur together. In fact, greenspace can create even greater real estate values when it occurs together with new development. There are now many real examples of innovative development strategies in Georgia. Therefore all cities can find examples of strategies or development tools that they can apply back home.

Without a roadmap for the future, it does not matter much what path or tool a local government undertakes. Cities that have a good understanding of how much growth is expected can proactively seek to guide it through development regulations, design regulations and redevelopment powers. Developing small area plans for activity centers, corridors and neighborhoods can help a community define in enough detail the appearance, density and mix of uses that should occur in an area. From these small area plans a community can more easily develop regulations to guide and provide incentives for new development.

Once a plan for an area has received community support, a city can adopt an overlay district, building design regulations or even consider rezoning land for a mix of uses to achieve and empower property owners to undertake the plan. Communities across Georgia have used many types of overlay zoning districts and even administrative rezoning of property to implement plans. When these new zoning districts provide increased use and value for a property, owners and developers are often supportive of local government actions.

Overlay zoning districts and mix-use ordinances may not be enough. To implement a plan for a small area, a local government may need to invest public funds in infrastructure improvements, provide development incentives of various kinds and even use a local development authority to further implementation of the plan. Once again many local governments in Georgia have now used various strategies to implement their small area plans.

So where can you find these new tools and put them to use? Many resources are available from Georgia Municipal Association (GMA), Georgia Department of Community Affairs (DCA), Atlanta Regional Commission (ARC) and the Georgia Quality Growth Partnership (GQGP). These organizations can direct you to a quality growth toolkit, Livable Centers Initiative (LCI) program, model ordinances, case studies of local governments in Georgia, technical and financial resources and testimonials from elected officials, planners or developers who have made things happen.

Georgia will continue to grow by more than 1 million new citizens every decade for many years to come. Cities can direct this growth in ways that protect our natural resources, create real communities for all citizens and sustain the economic health of our state. We have the tools available. We only need the knowledge and will to use them.

By
Dan Reuter
### Georgia Planning Association

#### 2005 Calendar of Planning Related Events

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<thead>
<tr>
<th>DATE</th>
<th>EVENT</th>
<th>LOCATION</th>
<th>CONTACT</th>
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<tr>
<td>March 4th</td>
<td>AICP Exam Preparation Workshop</td>
<td>Atlanta</td>
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<td>March 6th – 10th</td>
<td>Making Cities Livable Conference</td>
<td>Charleston, SC</td>
<td><a href="http://www.livablecities.org">www.livablecities.org</a></td>
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<td>March 15th</td>
<td>AICP Spring Exam Registration Deadline</td>
<td></td>
<td><a href="mailto:AICPexam@planning.org">AICPexam@planning.org</a></td>
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<td>March 24th – 25th</td>
<td>Spring Community Planning Institute</td>
<td>Albany</td>
<td><a href="mailto:cjohannsen@whitecounty.net">cjohannsen@whitecounty.net</a></td>
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<td>March 31st</td>
<td>Newsletter Deadline</td>
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<tr>
<td>March 31st – April 3rd</td>
<td>The Georgia Trust Preservation Conference &amp; Annual Meeting</td>
<td>Thomasville</td>
<td><a href="http://www.georgiatrust.org">www.georgiatrust.org</a></td>
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<tr>
<td>April 5th – 6th</td>
<td>Preservation Maintenance: Understanding And Preserving Historic</td>
<td>Columbus, OH</td>
<td><a href="http://www.npi.org">www.npi.org</a></td>
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<td>April 14th</td>
<td>Green Strategies for Historic Preservation</td>
<td>Indianapolis, IN</td>
<td><a href="http://www.npi.org">www.npi.org</a></td>
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<td>April 18th</td>
<td>Practical Guide To Zoning and Land Use Law in Georgia</td>
<td>Atlanta</td>
<td><a href="http://www.nbi-sems.com">www.nbi-sems.com</a></td>
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<tr>
<td>April 20th – 22nd</td>
<td>CDFA Annual Conference Building Bridges Between Finance and Economic Development</td>
<td>Phoenix, AZ</td>
<td><a href="http://www.cdfa.net">www.cdfa.net</a></td>
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<td>April 28th – 29th</td>
<td>Spring GPA Conference</td>
<td>Decatur</td>
<td><a href="mailto:rlebeau@atlantaregional.com">rlebeau@atlantaregional.com</a></td>
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<td>May 9th – 21st</td>
<td>AICP Exam Testing Dates</td>
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<td>June 25th – 28th</td>
<td>GMA Annual Convention</td>
<td>Savannah</td>
<td>Janice Eidson (678) 686-6256</td>
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<td>September 13th – 14th</td>
<td>Preservation Maintenance: Understanding And Preserving Historic</td>
<td>Austin, TX</td>
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<td>Fall GPA Conference</td>
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DCA NOI

The Department of Community Affairs has issued a Notice of Intent (NOI) to amend the local planning requirements to local governments, RDCs and other interested parties. You can view the notice on DCA’s GeorgiaPlanning.com website at this link: http://www.georgiaplanning.com/documents/announcement.htm. At the bottom of the notice are links for downloading the final proposed standards, the draft state planning recommendations and the summary of changes.

DCA’s Office of Planning and Quality Growth announced the proposal to amend the local planning requirements and launched the informal public input process at GPA’s Fall Conference. Many of the suggestions made by the planners who attended the conference have been incorporated into the proposed rules. During the public comment period (ending March 2, 2005), DCA will continue to welcome the input of planners (the NOI provides details about how to submit comments). All comments will be addressed in a report to the DCA Board.

Two public hearings will be held, one at 1pm on February 28 at Middle Georgia RDC and one at 10 am on March 2 at DCA. You are welcome to attend these hearings, as well as the DCA Board meeting (10:30 am on April 6 at DCA) where the proposed rules will be presented by staff for adoption. If adopted, the revised planning standards will become effective May 1, 2005.

Job Opportunity

Cherokee County, Georgia
Principal Planner

Description
Excellent opportunity for a planner / urban designer with demonstrated ability to manage and deliver quality plans and documents for the built and natural environment using GIS and other computer graphic applications. This is complex professional work responsible in long-range land use and planning initiatives under the general direction of the Director of Planning and Zoning.

Minimum Requirements
The successful candidate will create physical small area plans, corridor studies and comprehensive plan elements using good urban design and sound planning principles. Experience using computer graphic applications, such as Abode Photoshop and Illustrator is a plus.

Must have a Bachelor's Degree in Urban and Regional Planning or closely related field from an accredited college, plus two – five years of progressively responsible experience in urban and/or regional planning. AICP certification is desired.

Starting Salary Range: $39,000 - $45,000, DOQ.

Further information
Contact Jeff Watkins at 678-493-6107.

Planners Luncheons

Kathy Field and I are working on the Planners’ Luncheons together. It may be too early to announce, but here’s a little preview: We are looking to do one lunch in June and one in November. The one in June will be at Bahama Breeze in Alpharetta. The discussion will focus on incorporating greenways into plans. After lunch, we’ll take a stroll on the Alpharetta Greenway which is adjacent to the restaurant. In November, we’re looking to have a catered lunch at an art gallery to discuss the importance of creating an ‘art in public places’ program within communities. If we can get these worked out, they should be lots of fun.

Diana Wheeler
It is with a heavy heart that I must report to you that Israel Stollman, executive director of APA and ASPO for over 25 years until his retirement in 1993, died this past Tuesday in Christ church, New Zealand, where he and his wife Mary had moved last fall to be close to their daughters and their families. Word of his death just arrived this morning. No cause of death was given. A memorial service will be held at the APA National Planning Conference in San Francisco this March. APA will soon post an obituary on its official website. Having known Is since I came to work at ASPO in late 1972, I’m more than a bit broken hearted. I’ve posted a personal note online at http://apawatchdog.org.

I had been planning to send you an email about now to update you about the activities in which the APA Board and AICP Commission are currently engaged -- and to get your feedback before final actions are taken when they meet in March. You can get details at http://apawatchdog.org. Right now I’ve got to admit that all this APA/AICP business sort of pales in comparison to the loss I’m sure we all feel.

At least Is lived long and prospered -- and made our lives and profession far better for his being here among us.

Daniel Lauber
AICP President

In Memoriam - Israel Stollman

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Daniel Lauber
AICP President

GA and the Georgia Department of Community Affairs Announce
The Spring 2005 Community Planning Institute to be held on March 24-25 at The Grand Island Golf Course, Albany, Georgia

Planning commissioners and other citizen planners are encouraged to attend, as well as professional planners or other local staff new to Georgia. The program will include an introduction to DCA’s proposed new planning requirements for local comprehensive plans as well as tools for plan implementation and the legal and ethical bases for land development decision-making. Registration is $120.00 and includes breakfast, lunch and refreshment breaks for both days of sessions and training materials. Lodging for conference participants and faculty is available at the Wingate Inn close by (call 229-883-9800 for reservations). For more details, see the conference brochure, available for download at:

GPA’s website: http://www.georgiaplanning.org, and at DCA’s planning website: http://www.georgiaplanning.com or Contact: Cyndy Johannsen at White County (706-865-6768)

Georgia Planning Association

2005 SPRING CONFERENCE
April 28th & 29th, 2005
Holiday Inn Select & Conference Center
Decatur, GA

SAVE THE DATE

The GPA 2005 Spring Conference will feature two days of special topic training sessions in downtown Decatur. The City of Decatur offers a traditional small town atmosphere along with the benefits of being located in a major metropolitan area. The Holiday Inn Select is located in the heart of downtown Decatur, one block from the town square, the Old Courthouse and MARTA.

Make hotel reservations now. Rooms are $80/night for single or double occupancy. Call the hotel directly at (404) 371-0204 and mention the Georgia Planning Association Spring Conference.

This rate will be good through the weekend. Participants are encouraged to bring their families and stay the weekend to enjoy the City of Decatur and surrounding community.
Georgia Planning Association
2005 Spring Conference

April 28 & 29, 2005 • Decatur, Georgia

Mark your calendar to join your fellow planners, elected officials and others at the upcoming GPA Spring Conference in Decatur, Georgia. Decatur is a historic city of homes, schools and places of worship with a thriving business community located between downtown Atlanta and Stone Mountain. Founded in 1823, Decatur is the second oldest municipality in metro Atlanta and offers over 80 unique shops and restaurants along with a variety of neighborhoods, townhomes and highrise condos. Additional information on the City of Decatur can be found at www.decatur-ga.com.

The Spring Conference will feature 21 sessions over two days in three concurrent tracks. Sessions begin at 9:00 a.m. on Thursday and end after lunch on Friday. Included in the registration fee is a Thursday evening reception at the historic old courthouse (one block from the hotel), a Friday lunch with a keynote address, and a walking tour of downtown Decatur. Detailed session topics will be available shortly.

GPA has a block of rooms at the Holiday Inn Select and Conference Center, but they are guaranteed only through March 28th. Rooms are $89 per night for single or double occupancy. Call the hotel directly at (404) 371-0204 and mention GPA to receive the special conference rate.

Do not miss this event - complete the registration form on the back of this form and return today! Look for updated information by email and on the GPA website at www.georgiaplanning.org, or for more information contact Rob LeBeau at rlebeau@atlantaregional.com.
CHANGE OF ADDRESS: The Georgia Chapter does not maintain address lists. All lists are maintained at the national office and are mailed to the local chapters each month. If you have moved, e-mail: address-change@planning.org, go to Member Login at www.planning.org, or write to:

Membership Department
APA National Headquarters
122 South Michigan, Suite 1600
Chicago, Illinois 60603-6107

MEMBERSHIP INFORMATION: If you are interested in joining GPA or the American Planning Association, contact the national headquarters at the address above or call (312) 431-9100.

CONTACTS: Direct financial inquiries and address payments to the Treasurer. Direct questions about chapter records to the Secretary.

Direct matters for the Board of Directors to the President. See mailing and email addresses inside.

SUBMISSION: The Georgia Planning Association welcomes articles, letters to the editor, photos of planning events or state happenings, calendar listings, job notices, planners on the move, etc. We are always interested in publishing items you think may be of interest to others throughout the state. Graphics are especially welcome. Articles may be edited for space. Articles printed in any issue of The Georgia Planner are not the expressed opinion of the Chapter.

DEADLINE: The deadline for the next issue is March 31, 2005.

Send items for the newsletter to:

William F. Ross
ROSS+associates
2161 Peachtree Road, NE Suite 806
Atlanta, Georgia 30309
Bill@planross.com

DEADLINE: March 31, 2005.