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CHAPTER DEVELOPMENT PLAN
KENTUCKY CHAPTER

PRESIDENT'S REPORT:

The Kentucky Chapter of the American Planning Association (APA-KY) constantly aims to elevate the planning profession in Kentucky through not only best practices but also through engaged dialogue with elected officials. This organization supports not only professional planners but also students, commissioners, local officials, state representatives and citizen advocates through educational opportunities, networking events and legislative efforts. In order to achieve our long-term mission of promoting planning throughout the Commonwealth to enhance the quality of life for all Kentuckians, the Executive Committee formulates a Chapter Development Plan every two years. This plan outlines the goals, objectives and strategies for each committee and serves to provide the organization with focus and direction for the fiscal years of 2015 and 2016. Our Executive Committee is dependent upon volunteers to achieve the goals contained in this plan, and we encourage any member who is interested in volunteering to join a committee.

WHAT IS APA?

The American Planning Association (APA) is a not-for-profit educational organization that provides leadership in the development of vital communities representing around 40,000 practicing planners, officials and citizens involved with urban and rural planning issues. The organization has 47 chapters, 20 divisions, and special membership for students devoted to specialized planning interests. APA is governed by a Board of Directors and has a full-time staff in Chicago and Washington, D.C. For more information about APA, visit www.planning.org via the Internet. It is involved in planning research, legislation, conferences, employment, law and education. The APA Washington, D.C. office is home to the Outreach and Policy functions of the organization, including Legislative Affairs and Public Information as well as the AICP and Professional Development functions. The APA Chicago office is home to the research, publication, education, conference, leadership, operation and council program functions of the organization.

WHAT IS APA-KY?

APA-KY is a Chapter of the American Planning Association. It consists of around 400 members who are professional planners, planning board members, elected officials, citizens and other professionals who have a genuine interest in planning their community's future. Our mission is to promote planning statewide in order to enhance the quality of life in Kentucky. It is a membership organization governed by an Executive Committee or Board made up of 12 members. A list of current Executive Committee members is included in this report. The APA-KY Executive Committee is authorized to manage the projects, tasks and finances of the Chapter. An annual membership meeting is held at the spring conference each year.

WHAT IS AICP?

The American Institute of Certified Planners (AICP) is APA's professional institute, which provides nationwide certification of professional planners, ethics, professional development, planning education and the standards of planning practice. Currently, there are over 15,000 certified professional planners nationwide and over 140 certified professional planners in Kentucky. For more information about AICP, visit APA's website at www.planning.org.

WHAT IS A CHAPTER DEVELOPMENT PLAN?

A Chapter Development Plan is the framework by which APA-KY allocates resources, both financial and human, to achieve certain goals and objectives of the Chapter during a two-year time period. Through its committees, projects are identified and prioritized for implementation and completion. This Chapter Development Plan will cover Fiscal Years 2015 and 2016. The Chapter Development Plan is formulated based upon the APA's Development Plan.

WHAT ARE THE APA-KY COMMITTEES?

The current APA-KY Committees consist of the following: Executive, Membership, Administration (includes Elections & Awards Sub-Committees), Professional Development (includes AICP & Education Sub-Committees), Public Outreach Committee (includes Community Assistance, Communications & Public Relations Sub-Committees), Zoning Administration, Financial (includes Budget & Sponsorship Sub-Committees), Legislative, and Programs/Special Events. Individuals who lead these committees are listed in this document. You may also obtain this information by visiting our website at www.kapa.org.

WHAT IS EACH COMMITTEE'S RESPONSIBILITY?

The following is a list of primary committee responsibilities:

- Executive – Administers all Chapter business, including finances, by-laws, Chapter Development Plan, etc.
- Membership – Recruits and retains membership, maintains a list of planning commissions, recruits volunteers for committees, promotes networking among membership, and conducts an annual audit.
- Administration – Conducts elections and promotes planning awards.
- Professional Development – Promotes AICP certification, offers professional training opportunities (CM and KRS 147 A/HB55) including ethics and law, and serves as a liaison with the university community. Maintains planning education library.
- Public Outreach – Provides community assistance upon request. Publishes newsletter and other materials in order to educate individuals about planning. Maintains website for dissemination of information.
- Zoning Administration – Provides training opportunities and publications regarding zoning administration and enforcement.
- Financial – Prepares annual budget and audit based upon adopted Financial Management Policy. Monitors investments, special projects and tax filings. Recruits sponsorships on an annual basis.
- Legislative – Monitors legislative activities, both short-term and long-term. Testifies on pending legislation. Networks with other allied professional organizations. Participates in APA Delegate Assembly.
- Programs/Special Events – Plans conferences, workshops and seminars on an annual basis.

IS APA-KY SOUND IN TERMS OF FINANCES & MEMBERSHIP?

APA-KY has an annual budget around \$30,000 to \$40,000 annually, which is approved each December by the Executive Committee and included in the annual report. The Executive Committee is prudent in minimizing costs when possible and largely dependent upon the numerous volunteers that donate hundreds of hours to administer chapter activities and events. The vast majority of the Chapter's revenue comes from the membership dues which have not increased since 2011. As costs both locally and nationally are increasing, the Executive Committee is constantly looking for ways to further reduce costs while ensuring the organization is financially stable.

Our membership has been consistent with about 400 members over the past few years. We are always trying to attract new members through the national membership as well as APA-KY only membership options. Additionally, we promote our organization and membership opportunities not only to all planning commissions throughout the Commonwealth but also to local and state elected officials.

ARE WE SERVING OUR MEMBERS WELL?

Our Executive Committee is always looking for fresh ideas, innovative solutions and new membership services. We would encourage all members to become active in the organization! The Executive Committee will periodically survey the entire membership on ways to improve the organization but always welcomes this feedback by contacting an officer, committee chair or the APA-KY President. Contact information for these volunteers is included in this document.

IMPLEMENTING THE PLAN:

As planners, we know all too well the long-term challenge does always lie in creating the plan; it lies in implementing the plan. Creating a strategic plan is only the first step towards achieving impact year after year. The next step is implementation, and often, that is where most organizations struggle. Our Chapter has successfully implemented many programs, initiatives and events over our long history. But like most volunteer-based organizations, our volunteers and financial resources are limited. This is where a stronger and more focused implementation plan can multiple the impact our Chapter can make in the Commonwealth.

A goal with the development of the 2015-2016 Chapter Development Plan is to place a larger focus on implementation -- to not let our plan sit on the shelf. With a better understanding of how our Chapter's plan should be used and how progress should be evaluated, each committee can achieve more focus results over the next two years.

MAKING IT A REALITY:

The success of achieving the goals, objectives and strategies outlined in our plan lies in the organization's committees. Each committee chair should consistently evaluate their tasks and committee activities against the Chapter Development Plan. The following steps outline how this can be achieved.

- ▶ **Creating an Action Plan for Change:** Each committee should focus on how their objectives and strategies can be translated into actionable initiatives through steps and tasks that can be completed in the next two years. These action plans should not only outline tasks to be accomplished but also identify the resources (both volunteers and financial) needed for success.
- ▶ **Mobilizing Our Members:** Success cannot occur without the dedication of our organization's volunteers, and each committee needs a strong base of member support. Growing our committee membership not only will provide more volunteers but will also allow fresh ideas and new perspectives to be injected into our Chapter. As always, we welcome any member to be part of making our Chapter successful!
- ▶ **Monitoring Progress:** At a minimum, progress should be objectively evaluated by the Executive Committee and committee chairs twice a year to determine the need for additional focus and direction. As objectives are achieved, each committee should evaluate and update their action plan to further our Chapter's impact. Progress should be reported to our Chapter members annually at the spring conference and annual report.
- ▶ **Repeating the Process:** Our Chapter has a long history of creating sound strategic plans and this should be continued. Every two years the Executive Committee should initiate an update of the Chapter Development Plan.

GOALS & OBJECTIVES:

OVERALL ORGANIZATION GOALS:

- ▶ Provide best planning practices throughout the Commonwealth.
- ▶ Increase planning initiatives in both rural and urban communities.
- ▶ Promote social equity and diversity within the profession and through community planning efforts and practices.
- ▶ Increase citizen awareness and understanding regarding the role and value of planning in community and regional development.
- ▶ Provide and support educational opportunities in Planning for Professional Planners, Students, Elected Officials and Citizen Planners.
- ▶ Promote effective planning through legislative efforts.
- ▶ Encourage membership involvement in Chapter activities, retention of existing members, and the addition of new members.
- ▶ Network with other organizations in an effort to foster support for APA-KY goals and objectives.
- ▶ Encourage the integration of sustainability into planning efforts and practices.

EXECUTIVE COMMITTEE

1 Administer all business of the Chapter.

- 1.1 Update Chapter Development Plan biannually.
- 1.2 Review By-laws biannually.
- 1.3 Meet in accordance with the bylaws; establish annual meeting schedule and publish for review by members.
- 1.4 Approve and monitor annual APA-KY Budget.
- 1.5 Develop and maintain an Executive Committee handbook, including frequent review of progress on objectives and strategies.
- 1.6 Maintain ongoing correspondence between the Executive Committee and the general membership.

MEMBERSHIP COMMITTEE

1 Maintain and expand APA-KY membership.

- 1.1 Utilize membership drives, (e.g. Planning Commissioners, Board of Adjustment Members, and Zoning Administrators).
- 1.2 Retain and actively seek new membership.
- 1.3 Transmit correspondence to new members and those dropping membership.
- 1.4 Update and distribute a APA-KY membership brochure.
- 1.5 Recognize new APA-KY Members.
- 1.6 Continue tracking Chapter only members.

2 Maintain, map and update listings of planning commissions.

3 Expand number of active volunteers through committee involvement.

4 Promote networking within the membership.

5 Solicit APA-KY volunteers.

ADMINISTRATION COMMITTEE

- 1 Conduct annual audit & forward to Executive Committee for approval.

ELECTIONS SUB-COMMITTEE

- 2 Conduct annual elections pursuant to By-laws.

- 2.1 Present a slate of candidates to APA-KY in a timely manner.

- 2.2 Distribute ballots in conformance with APA-KY By-laws insuring all members receive ballots.

AWARDS SUB-COMMITTEE

- 3 Continue to conduct awards program including a variety of awards categories, and assure appropriate media coverage.

- 3.1 Develop awards information and application for distribution to related organizations.

- 3.2 Hold awards presentation at spring conferences.

- 3.3 Send out news releases on awards prior to presentation as requested.

- 3.4 Present awards locally or for award winner's organization as well as requested.

- 3.5 Present President's Award, at the discretion of the President.

- 3.6 Present Bowdy award at the discretion of the Executive Committee.

- 3.7 Evaluate award categories to align with national categories.

- 4 Recognize outstanding effort or service to APA-KY.

- 5 Assist with National APA Awards applications.

- 5.1 Assist APA-KY statewide award winners in preparation of submissions.

- 5.2 Assist in nomination of individual members for national awards or recognition (e.g. FAICP nominations) as appropriate.

PROFESSIONAL DEVELOPMENT COMMITTEE

AICP SUB-COMMITTEE

1 Promote AICP and ethics awareness.

- 1.1 Provide early notice to membership of exam dates and enrollment procedures.
- 1.2 Offer AICP exam preparation assistance at least once a year.
- 1.3 Maintain a lending library of study materials for AICP exam preparation.
- 1.4 Urge greater recognition of AICP membership in employment considerations.
- 1.5 Feature a session on ethics at one training session and/or feature a newsletter article annually.
- 1.6 Continue to offer incentives for APA-KY members to join AICP.
- 1.7 Promote use of and compliance with AICP Code of Ethics and Professional Practice Manual (standards and guidelines).

2 Encourage APA/AICP members to participate in the Certificate Maintenance (CM) Program.

- 2.1 Facilitate and promote national CM program by keeping all APA-KY/AICP members informed of any changes and/or updates to the program.
- 2.2 Provide and promote a variety of CM-approved programs, including the required courses in Planning Ethics and Planning Law.
- 2.3 Help APA-KY/AICP members achieve and fulfill the requirements of the CM program by sending reminders to those in need of CM hours.
- 2.4 Coordinate with other registered providers to promote CM-approved courses.

PROFESSIONAL DEVELOPMENT COMMITTEE

EDUCATION SUB-COMMITTEE

3

Continue to develop and hold education programs for planners, local officials and others involved in planning to fulfill requirements of KRS 147A (HB 55).

- 3.1 Hold workshops on an annual basis separately or in conjunction with the spring and fall conferences.
- 3.2 Focus workshops on practitioner oriented and “hands on” curriculum.
- 3.3 Continue to initiate coordinated programs with other similar interest groups and other APA Chapters when reasonable and beneficial, (e.g. Zoning Enforcement).
- 3.4 Work with National APA/AICP to have nationally recognized speakers at programs sponsored by APA-KY.
- 3.5 Acquire and make use of national programs and resources, based on APA-KY needs, targeted at planning professionals and citizen planners.
- 3.6 Education programs for local governments paired with ADD
- 3.7 Facilitate retiring members obtaining APA Life or APA Retired membership.
- 3.8 Maintain a lending library of educational materials for use by members and planning officials.

PROFESSIONAL DEVELOPMENT COMMITTEE

EDUCATION SUB-COMMITTEE (CONT.)

4

Continue to seek active cooperation/coordination of programs with state universities.

- 4.1 Provide input to university planning-related courses.
- 4.2 Encourage student and faculty participation in APA-KY.
- 4.3 Provide and encourage use of guest lecturers or adjunct professors from APA-KY.
- 4.4 Assist U of L and any other university in the state in developing and attaining an accredited planning program.
- 4.5 Develop and maintain a university liaison program.
- 4.6 Encourage and provide professional job opportunities to planning students.
- 4.7 Facilitate the development and maintenance of a clearinghouse of planning related documents and research through the University of Louisville Library and Graduate Planning Program through APA-KY's website.

5

Continue special programs or projects that will make use of excess funds (beyond budgeted reserve), e.g. internships and scholarships.

PUBLIC OUTREACH COMMITTEE

COMMUNITY ASSISTANCE SUB-COMMITTEE

1 Provide assistance to local government on planning organization, administration and implementation, through visits to communities.

- 1.1** Develop and distribute web links, brochures and publicize the program.
- 1.2** Promote program through Planning Commissioner Workshops, Kentucky Association of Counties (KACO), Kentucky League of Cities (KLC), and the APA-KY Newsletter.
- 1.3** Respond to requests for assistance to the greatest extent feasible.
- 1.4** Expenses to be paid through cost sharing by communities (when possible) and Chapter (within budget).

PUBLIC RELATIONS SUB-COMMITTEE

2 Increase visibility of APA-KY activities.

- 2.1** Publish planning related articles in the "Kentucky Cities" magazine, professional newsletters such as ASLA, AIA, etc., and other publications of affiliate organizations.
- 2.2** Participate in Kentucky League of Cities Annual Conference and meetings of other related organizations.
- 2.3** Distribute APA-KY publications to other organizations.
- 2.4** Cultivate better relationships with KACO, Farm Bureau and other identified groups.

PUBLIC OUTREACH COMMITTEE

PUBLIC RELATIONS SUB-COMMITTEE (CONT.)

4 Coordinate and develop contacts through Regional Representatives with local and state media to provide timely public relations coverage as needed.

5 Provide opportunities for planning education to primary and secondary students.

5.1 Develop contacts with educational associations in order to provide educational opportunities to students.

5.2 Maintain and promote availability of educational materials.

5.3 Encourage member participation in promotion of planning in local schools.

6 Promote National Community Planning Month throughout the Commonwealth.

6.1 Communicate the present program to the public.

6.2 Report APA-KY National Community Planning Month activities to APA.

6.3 Incorporate National Community Planning Month into fall conference activities when feasible.

6.4 Coordinate with Awards Committee to develop a Great Places in Kentucky program.

6.5 Encourage Regional Representatives to promote National Community Planning Month locally.

7 Implement the use of social media to expand reach for news and events.

7.1 Utilize Facebook advertising and Twitter to increase our audience.

PUBLIC OUTREACH COMMITTEE

COMMUNICATIONS SUB-COMMITTEE

8

Maintain and enhance the APA-KY Newsletter, both printed & electronic versions.

- 8.1 Publish electronic issues at least four times a year in addition to one annual report.
- 8.2 Encourage statewide APA-KY membership to submit articles.
- 8.3 Continue publishing articles directed towards elected officials, planning officials and others who practice planning.
- 8.4 Continue distribution to targeted nonmembers, e.g. Kentucky legislators.
- 8.5 Require Regional Representatives, Professional Development Officer, Legislative Chair (when applicable) and President to submit articles and/or updates for each newsletter and annual report.
- 8.6 Provide column or article from AICP, APA and CPC at least one time each year.
- 8.7 Provide Chapter financial information annually.
- 8.8 Publish Chapter Development Plan upon approval.
- 8.9 Publish Executive Committee meeting schedule.
- 8.10 Encourage the publication of ethics articles as available.
- 8.11 Maintain editorial review board.
- 8.12 Post all newsletters and reports on the APA-KY website.

9

Publish KRS 100 updates as provided by the Legislative Chair.

10

Enhance and maintain the APA-KY website with timely, appropriate materials.

11

Utilize Facebook, Twitter, and other appropriate social media to communicate with members and promote events.

- 11.1 Publish at least one social media post each month highlighting a member, plan, project or events.

ZONING ADMINISTRATION COMMITTEE

- 1 Continue to provide educational opportunities to persons dealing with zoning administration and enforcement.
- 2 Coordinate efforts with the Professional Development/Education Committee and Program/Special Events Committee.
- 3 Develop Zoning Administrators best practices handbook & training module.
- 4 Coordinate efforts with affiliated professions (e.g. Kentucky Bar Association, Kentucky Society of Professional Engineers, Kentucky Institute of Architects, etc.).
- 5 Work one on one with communities as requested.

FINANCIAL COMMITTEE

BUDGET SUB-COMMITTEE

- 1 Prepare budget annually in accordance with APA-KY By-laws.
 - 1.1 Emphasize programmatic approach to budget development.
- 2 Identify funds for special programs or projects.
- 3 Maintain and follow adopted Financial Management Policy consistent with APA requirements.
- 4 Annually prepare tax returns and make available for public inspection.
- 5 Research ways to maximize investment of Chapter funds.
- 6 Provide Regional Representatives with funds for CM events & social networking events.

SPONSORSHIP SUB-COMMITTEE

- 7 Maintain and enhance sponsorship program.
 - 7.1 Develop sponsorship statewide.
 - 7.2 Continue and improve upon procedures to contact specific sponsors in the geographic location of the conferences annually.
 - 7.3 Evaluate sponsorship and exhibitor fees.
- 8 Continue, increase and vary sponsorship of APA-KY Newsletter, APA-KY website and other publications and activities.

LEGISLATIVE COMMITTEE

1 Monitor legislative session and interim Committee meetings.

- 1.1 Monitor legislative activities.
- 1.2 Prepare short-range legislative programs as necessary.
- 1.3 Nurture a program of continuity and cooperation with targeted legislators on a year around basis, and encourage members to contact their own legislators to engage in such activities as: face-to-face dialogue; invitations to participate in Chapter programs; workshops; invitation to write articles for newsletter; insure awareness of national programs of interest (e.g., Lawyers and Planners, Zoning Institute).
- 1.4 Support and/or endorse legislation consistent with APA and Chapter goals.
- 1.5 Hold legislative workshops.

2 Support and cooperate in a long-range program to review and modify Kentucky laws.

- 2.1 Place emphasis on KRS 100.
- 2.2 Monitor all other planning issues, including investigating other states; cultivating awareness of national APA; and increasing awareness, and use, of national APA\AICP state legislation assistance program.
- 2.3 Inform Chapter members and non-members of state and national planning related legislative/education programs.

LEGISLATIVE COMMITTEE

3

Involve the Chapter members/make them aware of APA-KY legislative positions.

3.1 Feature legislative activities in newsletter.

3.2 Feature legislative issues at conferences.

3.3 Utilize the National Delegate's Assembly.

3.4 Continue to develop the APA-KY Legislative Network consistent with APA policies, including the use of lobbyists (member and non-member) and maintaining overall Chapter support of issues.

4

Continue to nurture good relations with other organizations and groups interested in planning related law, including invitations to attend/participate in chapter conferences and workshops.

5

Support, where appropriate, planning related research.

PROGRAM/SPECIAL EVENTS COMMITTEE

1 Continue to hold conferences.

- 1.1 Hold two conferences annually with consideration of urban versus rural locations.
- 1.2 Schedule these conferences at least 6 months in advance, and notify APA national of the dates.
- 1.3 Continue to offer a range of program topics that are timely and practical.
- 1.4 Include sufficient social opportunities at each conference as well as opportunities for smaller groups to network within the organization such as planning commissions and elected officials.
- 1.5 Examine / vary costs and quality (speakers, programs) of conferences in order to improve conference attendance.
- 1.6 Work with Regional Representatives to coordinate and schedule workshops throughout the Commonwealth.

2 Support multi-state and regional meetings and conferences.

3 Support joint activities with affiliated professionals.

4 Coordinate Professional Development and Educational opportunities with the PDO and Education Committee chairs.

5 Compile and store conference data and materials in an accessible form to all committee members.

2017 EXECUTIVE COMMITTEE

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To Be Determined in 2017 Chapter
Elections

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FINANCIAL

Vacant

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