

1. Roll Call Present- Mike Krasner, Jean Waterbury, Mike Long, Rocky Ferraro, Andy Labruzzo, Judy Breselor, Mary Kopaskie, Dan Aken, Gary Black, Diane Carlton, Mike Kayes, Robert Briggs, Steve Iachetta, Rich Perrin, Caron Palladino (guest) Paul Younge, Gary Palumbo

2. Approval of July 18, 2003 Meeting Minutes.

The minutes were approved unanimously on a motion from Mike Long with a second from Andy Labruzzo.

3. Additions/Changes to Agenda

None

4. Old Business and Announcements

Mike Krasner reminded everyone to let Kimberley know if any planners have changed jobs or have any updates that need to go into the newsletter.

5. Officers' Reports

A. President - Mike Krasner

Mike mentioned that we will spend a great deal of time at our Nov. meeting on the Chapter Strategic Plan. He reminded everyone to read the material that had been sent out earlier. Mike Krasner thanked Andy, Rocky, Jackie, Bob and Steve for all of their hard work on this year's annual conference. There were 110 registrations and another 20 have signed up for Thursday and Friday each with an additional extra 10 for the lunch on Thursday. With speakers it comes close to 200 persons. Without speakers it is around 160 registrants.

Mike reminded everyone of the filing deadline for our next newsletter—late November. He asked committee members who worked on planning the conference to write a follow up about the conference's success. Next year's conference will be in downtown Rochester and Rich briefly spoke about plans to date. Three downtown and two additional sites responded to the RFP that was issued. The conference will take advantage of the new downtown revitalization and completion. Three section Executive Committee members will be working on the conference. Mike Krasner suggested that other section directors be called to see if they wanted to participate in any way.

Karen Palladino spoke briefly about Rolf Pendall's five part series on upstate New York. Mr. Pendall is a professor at Cornell University and has partnered with the Brookings Institute on a series about sprawl in New York. The first part of his series was provided to all the conference participants in their packet. Final copies of the series will be given to all members. Briefly, the series focuses on the fact that upstate New York is experiencing a great deal of sprawl, but little growth. Karen noted that she needs everyone's e-mail address to get the final copies to our members. Motion made by Jean and seconded by Mike Long to give the e-mail list to Karen so that Upstate APA can get copies of the series.

Mike Krasner briefly introduced Paul Farmer, Executive Director of the National APA who will be our guest speaker on Thursday night. Mr. Farmer went to Cornell University's planning school. Mike noted that this is the first time that an Executive Director of APA National has come to our conference.

Mike discussed some items that were raised at the APA National/Fall Leadership Conference in Chicago. Chapter Performance Standards, National Peer Reviews and National Elections were three items the conferences covered. Mike noted that most of the services that were discussed at the conference which national APA would like Chapters to do, are services that we are already performing. Gary Black asked if we had sent our by-laws to APA National. Jean said we had in 1998. It was suggested that we could forward our financial report to APA National as well.

There was talk about the fact that Upstate APA has its own logo and we use it often. National APA wants us to use their logo to show that we are a "unified organization".

APA National was visited by a three-person team comprised of non-planning professionals to review it, much like the accreditation process for a school. Membership services was a big area of discussion in the review because national APA has not reached out to determine what its members need. Questions were raised as to what will be done with this "yellow memo" (as it has been deemed) that was prepared by the team.

Paul Farmer said that national APA has now adopted a strategic plan that is more in line with the needs of planners.

National elections are around the corner. Floyd Lapp, the former metro president, contacted Mike Krasner asking for Upstate's support in his run for national president. There was some discussion as to whether Upstate should openly support a candidate for the national elections. Jean Waterbury said we should get behind a local candidate if we want anything to change at the national level. Mr. Farmer was asked if chapters support candidates. He said that the vast majority of chapters do not support candidates. This item will be added to the agenda in Nov. for further discussion.

It was also noted that the Illinois chapter put together a pro bono program video. Mike Krasner had a copy and it will be passed around to our various sections.

Mike Krasner reported that Andy and Mike Kayes are now Board members of the New York Planning Federation. Andy is representing the Upstate APA and Mike is representing the County Planning Directors Association. The Planning Federation is trying to reach out more to other organizations; one way of doing this is by adding these two new seats its Board. Bob Elliott, Executive Director, is looking at other ways to raise funds for the Planning Federation. There was a discussion about whether Upstate APA could/should conduct joint work with Planning Federation. It was noted that there were some serious issues when we partnered with the Planning Federation for the 1995 conference. Some members felt that Upstate did too much of the work and got too little of the profits from the conference that year. It was agreed that we could bring our display to their conference in order to let lay planners know about our organization.

Marcia Keys has done a great deal of work on the Niagara Falls Landmark Nomination. This has been submitted to Tim Akers in Chicago.

B. Past President - Jean Waterbury

Jean said she has put job postings on the web site. Mike Krasner asked what the advertising polices are with other chapters. Should we have advertising on our web site to help defray costs? Mike asked Jean to do a short article for the next newsletter about the web site.

C. Treasurer - Mike Long

Mike passed out the budget. The numbers look good. The chapter has more money this year than it did last year at this particular period of time in the fiscal calendar. The biggest expense we have is the newsletter. The Chapter will pay \$250 towards the insurance premium that the Capital District had to pay for the conference. Paul Farmer suggested we call national APA (Denec) for help. He believes that we can get insurance through national and probably don't have to pay for our own. Jean noted that we have our own 501 (c) 3 number and don't work under national's number.

The quarterly report was approved on a motion from Jean with a second by Mary

D. Vice President - Rocky Ferraro

Rocky noted that there is a description of all of the award winners on the table outside of the display room. 19 awards will be given out on Thursday at lunch. In each case there is a person who will be present to accept the award. A staff member from congressman's Boehlert's office will come tomorrow as well. Rocky will provide a short article on the awards for Kimberly for the newsletter. In addition the Lt. Governor Mary Donahue will join us for lunch. She is expected to say a few words at the beginning of the luncheon.

E. Professional Development Officer - Andy Labruzzo

Andy reported that 24 people took the AICP exam this year. 71% passed the exam, which is better than the 61% national passing rate. Andy mentioned that our conference, as well as the New York Planning Federation Conference and the Fall Architecture and Landmark Conference of Western New York, are eligible for continuing education credits for AICP members. SUNY Albany's re-accreditation process will not begin until next spring.

F. Director of Legislative Affairs - Judy Breselor

Judy reported that she attended the Quality Communities conference three weeks ago and met with officials from across the state. She will help put together a "white paper" on this conference and the ideas that came from it.

Judy reported that the NYS Office of Rural Resources has again put forth a training bill. They also have an Intermunicipal Agreement for Annexation bill they are working on.

Audubon is lobbying for Quality Communities to senators and assemblyman. The Safe TEA/Tea 21 was voted for by every NYS representative and senator save one. Judy has also been busy with the Legislative Services Pilot Program. The fact that planners can't own part of a firm because under NYS law they aren't licensed continues to be trying for some planners. Judy will pursue this for our Jan 2004 meeting.

G. Membership Officer - Mary Kopaskie

Mary noted that we have 734 members including 125 members in Canada. This compares to 5000 members in California, 2700 in Florida and 1000 in Texas. In all APA has 33,000 members. Paul Farmers reported that APA had a 6-7% gain nationally in membership last year. AICP, however, doubled membership in the last year.

There was a discussion about requests for our mailing list. It costs us \$4.90 plus postage to provide this on paper. Very few persons requested a paper copy. It costs us \$2.26 on CD. This includes the postage. Jean can also put our membership list on the web with a password protect device on it so that only members can access it. Paul Farmer said he would look into how this could be done through national so that Jean doesn't have to do the majority of this work. Mary made a motion and Mike Long seconded it to try to solve the newsletter list issue in this fashion, i.e., seek national's help to create a membership list in the least cumbersome, time consuming way possible. National could put the list in PDF format.

H. Education Officer - Dan Aken

Dan gave an update of what will happen at the Nov. meeting in Ithaca, including meeting students. Paul Farmer will be at this meeting and will speak there as well.

Paul talked about attracting students to join APA. He said he wants to serve students directly better than has been done in the past. He wants each first year student to get APA membership for free. Second year students would pay a small fee for membership. The following two years they would have the reduced fee that new members get. In this manner Paul thinks we will be able to attract more students to join APA.

I. Public Relations - Gary Black

Gary will send the award winners names and information to the press next week. A 'talking points' draft is currently underway which will be discussed at our January meeting.

J. Member at Large- Diane Carlton

Diane noted that she has been in contact several times with the OPPI about sharing newsletters/information etc. She has not heard anything from them in several months. Mike Krasner said he will contact George McKibbin to see if he wants to participate and come to meetings every other month, as there have been some personnel changes at OPPI.

Diane talked with Paul Farmer about her inability to use the APA job on line site. Because her employer (county government) does not have and will not give credit cards to its departments, APA's new "credit card" only policy makes it impossible for her and others without credit cards

to use the site. Diane noted that she had been a victim of fraud and would not put her personal credit card number on the web, although APA had suggested this to her. She said she had gotten very few applicants using two other web sites, but short of putting her credit history at risk, she can't access a service that her dues help pay for. Mr. Farmer said he would talk with the two women at national APA who runs the site to see if something can't be arranged.

Diane reported that she compared the county planning directors list and the upstate APA list to see how many planning directors were APA members. Of the 56 counties, 31 are members of APA. This means almost half of the county planning directors in NYS are NOT members of the APA.

K. County Planning Directors Liaison - Mike Kayes

Mike Kayes is doing something similar. He has developed a survey that was sent out to county planning departments. This will tell us how many county planners belong to NYPPF as well as APA. Mike has only heard from 25 counties thus far. He hopes to have final figures for our next meeting.

Section Directors Reports

Jackie Hakes - Capital District

Jackie noted they have been spending most of their time putting the conference together. They have also been updating their web site and are sponsoring a radio program about what planners do. Their latest luncheon session had John Behan as a guest speaker.

Paul Younge - Central New York.

He is busy putting together a new board in his region. There is tentative talk about having our July '04 meeting in Auburn with a minor league baseball game afterwards. Mike Long will arrange this if there is enough interest.

Rich Perrin- Genesee Finger Lakes

They are doing two to three programs a year. Last summer the chapter partnered with Rochester and held a smart growth seminar.

Gary Palumbo - Western.

Monthly meetings are scheduled. A student mixer was held last night for new planners at SUNY Buffalo. They also have 5 to 6 dinner meetings per year. They are also conducting a survey and awaiting results and re-doing their by-laws. Finally, they sponsored training session for the AICP exam in the spring.

Bob Briggs- SUNY Albany

Their student orientation had about 20 students. 2 joined APA and are attending the conference. Andy and Rocky came to the orientation to help familiarize the students with what APA does.

Several students will be going to the national conference in Washington DC next year; the college has use of two vans.

Mary suggested that with the money we save by NOT printing the membership list we could provide scholarship money to students at the three planning schools in our chapter. Everyone thought this was a good idea. Dan Aken will check with the schools to see what the number of students are so that we can devise a fair way to split up the money amongst the three schools.

Chapter Elections will be held in 2004. Mike Krasner said that he was suggesting Diane, Jean and Mike Kayes save on the nomination committee, with Diane as chair. Motion made by Mary and seconded by Judy. All approved.

Mike Kayes made a motion to adjourn and Rich seconded. Meeting adjourned at 6 pm.

Respectfully submitted,

Diane V. Carlton