

**APA NY UPSTATE CHAPTER**  
**January 2003 Executive Board Meeting**  
**Date: Friday, January 17, 2003**  
**Time: 10:30 AM – 3:00 PM**  
**Place: DeWitt Town Hall**

**Minutes**

**Present:**

Gary Black, Rocky Ferraro, Diane Carlton, Judy Breselor, Frank Evangelisti, Andy Labruzzo, Michael Long, Mike Krasner, Angela Ellis, Wyeth Friday, David Kay, Mike Kayes

**AGENDA**

**1. Call to Order**

The meeting was called to order at 10:30. The three new members were introduced: Gary Black, Diane Carlton, Angela Ellis. An Executive Board Meeting Cancellation Notice "Tree" was distributed. Mike Krasner explained that in the event of the need to cancel a regularly scheduled Executive Board meeting, the hierarchy outlined on the handout would be used to notify board members. In case of a cancellation, the meeting will be rescheduled for the Friday immediately following the original date.

**2. Approval of November 15, 2002 Meeting Minutes**

The minutes were approved with amendment to include Mike Kayes as present at the meeting. (Ferraro/Labruzzo)

**3. Additions/Changes to Agenda**

There were no changes to the agenda.

**4. Old Business & Announcements**

**APA National Public Education Award.** Rocky Ferraro announced that the Buffalo/Niagara League of Women Voters won the APA 2003 National Public Education Award. The League's educational campaign on urban sprawl also won them the 2002 Public Education Award from the Western New York Section, and 2002 Outstanding Planning Project in Public Education from the Upstate Chapter.

**Issue Concerning Paying Speakers.** There has been a question about the appropriateness of paying speakers. Mike Krasner read correspondence from APA National. In general, AICP members are under a professional obligation to provide training free at conferences. However, fees may be appropriate if requested by the speaker. APA considers this to be a guideline, not a policy. Hence, conference sponsors and organizers will need to decide whether it is appropriate to pay speakers.

**City of Buffalo Director of Strategic Planning.** The national search for a new director has continued, and is currently in the negotiations stage.

**5. Officers' Reports**

**A.) President – Mike Krasner**

- **2002 Annual Report:** Members are asked to get their Annual Reports to Kimberly and a copy to Mike Krasner as soon as possible, no later than January 31<sup>st</sup>. Section Directors are exempt from this requirement. The Annual Report will be going to the printer in early February.

- Chapter Conferences: 2003, 2004: The 2003 Conference will be sponsored by the Capital District. The 2004 Conference will be sponsored by the Genesee/Finger Lakes Section. Rocky Ferraro gave an update on the 2003 conference planning. Tentatively, the conference will be held at the Saratoga Holiday Inn from October 22<sup>nd</sup> – October 24<sup>th</sup>. **Members asked to let Rocky know of any conference conflicts** (i.e., GIS groups, or other groups/agencies holding conferences). Conference co-sponsorship is pending. There will be three concurrent tracks: environmental management/planning, transportation, and quality of life. There will be a round table on regionalism. Members agreed that it would be good to partner with the Metro or Hudson Valley Sections. There will be two Hudson Valley sessions that may be of particular interest to the Hudson Valley section. An Executive Board meeting is tentatively scheduled for Wednesday (10/22) at 3:00 pm followed by the opening session. **The members voted to have this meeting replace the September TBA meeting date (Labruzzo/Ferraro)**. The next conference committee meeting is scheduled for February 5, 2003. The conference budget is based on about 100 participants. Rocky expressed the committee's enthusiasm and positive energy.
- Fall Leadership 2005 Proposal: Mike Krasner commented that a proposal had been submitted to hold the APA National Conference in Buffalo. A decision will be made at the 2003 Conference in Denver. Nothing has been received on the Delegate Assembly.

#### B.) Past President -- Jean Waterbury

- Web Site: Jean Waterbury was not present. Mike Krasner commented that Jean has continued doing research on business advertising on chapter websites. There will be more discussion on this topic at the March Executive Committee meeting.

#### C.) Treasurer -- Mike Long

- 2002 Budget: Mike Long presented the Treasurer's Report. There was much discussion about rebates. **Members voted to authorize Rocky Ferraro, Mike Krasner, and Mike Long for the signature card authorizing electronic transfers for rebates to cut down on expenses (Long/Labruzzo)**. There was an increase in the Advertising revenue. The publication costs have increased, mostly to add the advertisers. The Awards Program has increased over \$1,500. Members felt it is a good program and should be continued. An accountant will be doing the necessary tax forms.
- 2003 Budget: Mike Long presented the proposed 2003 budget. The costs for the newsletter are increasing. The Board may want to look at competitive printing prices. There was discussion about possible options for the Member Directory, including media (paper vs. CD), placement on the website, and limited distribution. Issues surrounding putting the member directory on the website include security, limited access, and privacy issues. Mike Krasner asked members to think about the various options for discussion at a future meeting.

#### D.) Vice President – Rocky Ferraro

- Awards Program: Rocky Ferraro provided an update on the status of the Awards Program. Notice of the availability of the nomination form will be in the newsletter. The Section Directors need to get the word out to members. Mike Long suggested that contact information be included in the newsletter advertisement for people who do not have access to the internet. Rocky reviewed the schedule and outline of activities. He will have the nomination form available for Board member review at the March meeting. There was discussion about the possibility of posting the winning submissions on the website. Posting will provide planners and other interested public with good examples, plus advertise the Awards program. Posting on the website should be optional at the discretion of the winners.
- Application Fees: There was discussion about the need for application fees to address increasing Awards Program costs. Mike Krasner sent an inquiry to other Chapter Presidents on this issue. He

distributed a summary of the responses received. Members commented that a nominal fee may be acceptable, but shouldn't discourage applicants. Diane Carlton commented that any fees might discourage public agencies from submitting projects, especially in these financial times. Rocky commented that there is value in serving on the Committee because the program produces good resources that the Committee members can keep. Mike Krasner asked members to think about the program and possible options for cutting costs. Since there were no strong feelings, it was decided that this issue would be revisited next year, but that the Committee should start tracking its activities and related costs now. The Board needs to think about its long-term fiscal situation.

- Buffalo/Niagara League of Women Voters: Rocky Ferraro met with representatives of the League of Women Voters to regarding their educational campaign against urban sprawl. The League is looking for sponsors and would like the Chapter to be listed as a supporter when they do fundraising. Members passed a motion to endorse the League's efforts and be identified as a supporter (Ferraro/Breselor).
- Niagara Falls Landmark Nomination: Mike Krasner commented that we need to start a serious effort on submitting this nomination soon.

E.) Secretary -- Angela Ellis: Angela commented that she had nothing to report, but is pleased to be on the Board and looks forward to serving as it's new Secretary.

F.) Professional Development Officer -- Andy Labruzzo

- AICP Exam: Andy provided an update on the status of the revised AICP study guide. It is now available. Members commented that there was general grumbling from people who took the exam last year that the study guide did not reflect the test materials. Andy requested clarification on how many guides should be ordered. There are 77 members that have been approved to take the exam or have asked for applications. The Board passed a motion to authorize Andy to order 30 study guides and to charge \$20 for each guide (Evangelisti/Black). Members discussed the AICP study course. Since the exam will be held on May 10<sup>th</sup>, it would be good to hold a study course in March or April. Members asked to check with people they know are taking the exam to see if there is interest in a Saturday session. Mike Krasner will be contacting Bill Page about doing a Saturday session in Canandaigua. Angela Ellis is to check on availability of a facility in Canandaigua.

G.) Director of Legislative Affairs -- Judy Breselor

- Legislative Updates: Judy provided an update on legislative activities. There is not a lot of state money available for planning and quality community efforts. She attended a meeting of the Legislative Commission on Rural Resources. There are various proposed legislative actions pertaining to: 1) Planned Development Districts; 2) Inter-municipal cooperation to share revenues (i.e., tax sharing for major developments). This will require the creation of allocation formulas; and 3) municipal annexation. Mike Krasner commented that it may be worthwhile putting notice of these legislative proposals in the upcoming newsletter.

H.) Membership Officer -- Mary Kopaskie

- Membership Update: Mary Kopaskie was not present to provide a report. Some members commented that it might be worthwhile updating and distributing the Section membership list. In the past, this was done on a quarterly basis.

I.) Education Officer -- Dan Aken

- Dan Aken was not present to provide a report.

J.) Public Relations Officer -- Gary Black

- Gary reported that he is working on a Chapter plan for getting announcements out to the media.

K.) Member at Large – Diane Carlton

- Diane commented that she had nothing to report, but is glad to be here.

L.) Planning Official Development Officer -- David Kay

- NYPF Survey/Planning Boards: David Kay reported on the status of the survey. Preliminary results should be available by time of the next newsletter. The results will also be advertised in the Planning Federation newsletter and on the Cornell website.
- Building a Collaborative Relationship with the Planning Federation. David commented that the Planning Federation would like to strengthen its relationship with other planning agencies and constituencies. Rocky commented that joint sponsorship of conferences might be a good opportunity. Website links and other collaborative initiatives might also be good opportunities. Members indicated interest in exploring possible opportunities.

M.) Newsletter Editor -- Kim Thaler

- Kim Thaler was not present, and no report was made. Mike Krasner commented that members get information and articles, such as information on jobs and noteworthy studies/developments to Kim. “Beat the bushes, folks!”

N.) County Planning Directors Liaison – Mike Kayes

- Mike reported on activities of the NYSAC County Planning Directors Affiliate. David Woods, new Chairman, will be attending the next meeting in March. The proposed state law regarding the ability to add properties to Agricultural Districts, as part of the Article 25-AA, passed. Planning Directors across the State are upset and concerned about what this means to the local process. Planning departments are already quite busy. Planning directors were also disappointed that the 239c modification did not happen.

O.) Canadian Officer – Sandy Hay

- Sandy Hay was not present to provide a report.

**6. Section Directors Reports**

- Capital District -- Steve Iachetta was not present to provide a report.
- CNY -- Matt Johnson was not present to provide a report.
- GFL -- Rich Perrin was not present to provide a report.
- So. Tier -- Frank Evangelisti reported that the section was getting ideas for spring events. They want to encourage new members and groups by cross-promoting events. There are Sr. Planner and Planner positions open in Broome County.
- WNY – Michael Ball was not present to provide a report.

**7. Student Representatives**

- Cornell -- Wyeth Friday reported that so far the semester at Cornell has gone smoothly. They are anticipating the student sessions at the Denver conference, including a walk-around tour in Denver and a career session with speakers from the public and private sector. Public – private partnerships will be discussed. There are a lot of private firms that do public projects. He commented that spring elections for the external liaison will be coming up. He is hopeful that the school will continue to have good representation at meetings.

## 8. Other Business

Rocky reported that he attended a luncheon series sponsored by the Capital District Planning Association. The keynote speaker was the Director of the Capital District Transportation Authority. Andy commented that the Capital Planning section is underwriting *The Legislative Gazette* on WAMC/Northeast Public Radio. This program is a recap of legislative activities.

## 9. Strategic Plan

Mike Krasner led the group in a brainstorming session about the Strategic Plan. Documentation of brainstorming session attached to the meeting minutes.

## 10. Adjournment

Meeting adjourned at 2:30. (Long/Labruzzo)

AE  
3/14/03

### Meeting Handouts:

- Meeting Agenda: January 17, 2003
- NY Upstate Chapter Executive Board Meeting Schedule: 2003-2004
- Draft Minutes, New York Upstate Chapter APA, Executive Board Meeting, Wednesday, September 25, 2002, Alexandria Bay, New York (Chapter Conference)
- Draft Minutes, New York Upstate Chapter APA, Executive Board Meeting, Friday, November 15, 2002, Albany New York
- APA New York Upstate Chapter Executive Board Meeting Cancellation Notice "Tree"
- Chapter Awards/Application Fees
- List of Representatives of the New York Upstate Chapter APA 2002 Awards Committee
- NY Upstate Chapter APA 2003 Awards Schedule
- Email correspondence (1/6/03) to Mike Krasner from Mary Kopaskie regarding membership numbers
- Email correspondence (1/10/03) to Don May from Sandy Hay regarding APA Opportunities and Issues
- New York State Chapter of the APA Bylaws (1999)
- 2002 Adopted Budget (12/30/02)/2003 Proposed Budget (1/15/03)

# UPSTATE CHAPTER OF APA STRATEGIC PLAN

## Brainstorming Session

Mike Krasner led the group in a brainstorming session. He explained that the overall mission of the Board is to serve and support the planning community with focus on membership, services, affordability, and fiscal stability. He asked the members to focus on the question of “Where ought we spend our efforts?”

### Comments

- The Counties are in a difficult fiscal state. What is the future of planning if this is happening? Can the State and National APA help?
- APA is a resource for statewide initiatives. It is important for APA to be represented at important initiatives.
- Need to publicize more. Get APA materials in the hands of people calling the shots. Add key people to the mailing list. Get face time.
- Collaborative partnerships and resources are important. Have different agencies reinforce one another.
- Seek funding (CPC) to develop materials for targeted audiences.
- Less than 5% of APA Planning Board and ZBA chairs are aware of APA.
- Publicize more the agency contributions at workshops, conferences, etc.
- Get local chapters as co-sponsors of DOS workshops. Get the name out there. Membership info should be available at the conferences.
- Co-sponsorship of conferences is important.
- Membership
  - Doing well considering the membership size.
  - Job listings on the website would be helpful.
  - Need to focus on expanding membership. Been stable.
  - Encourage students to join – bargain rate.
  - Obstacles – the specializations don’t necessarily relate to APA; financial reasons; criticism of the divisions; fewer people sign-up when the employer gets the info for everyone in the office.
  - Target mailings to Counties to find out who is/isn’t a member. Understand the % of practicing planners who are APA members. Gets to the issue of licensing.
  - If the divisions get more active at a state and national level, would it encourage people to become members? Reach out to the divisions to get speakers, etc. and make it known that their issues are ours.
  - Stick to serving the existing membership and keeping them and then hopefully more members will join. Keep encouraging our existing membership to become AICP.
  - Often APA National does not represent the organization well. Waste on mailings and solicitations.
  - Expensive fees are a turn-off. There is always a fee for something. Job service is an example.
  - Consider a chapter only membership and do a bulk purchase of publications for wide distribution. Don’t join national level. AICP members would need to stay national.
- Explore better advertisement of APA resources. Speaker bureau. APA doesn’t advertise well. Should research no/low cost resources to increase visibility, new service to our members. Teleconferences and audio conferences are good. Sections need to take on the responsibility too. Perhaps a brainstorming session with the sections would be appropriate. Section meetings need to be better advertised.
- Perhaps our meetings should rotate to a section session once year.

- Is there anything that requires recognition (APA logo) that needs to be part of the mailings or program advertisements? Does the chapter name need to be there if you call yourself APA? This would help get the name out there.
- Digital logo would be helpful.
- We are volunteers and have lives. Would be nice if the other members recognize this. Boiled basics are needed for a professional organization.
- What do we want to get as members? Training, technical information, resources.
- Perhaps look at posting resources. State enabling legislation, ordinances, etc.
- Planning community as a whole should look at collaborative efforts.
- Resource issues are big.
- A listserv may be helpful. Although sometimes more work than they are worth.
- Website
  - Downloadable information on funding opportunities may be helpful. May require a website upgrade. Cornell Summer Program may be able to help with upgrade.
  - Continue to provide services to existing members. Website is a great opportunity but someone has to do the research.
  - Budget should have \$\$ for website development and maintenance. People need a reason to check it over and over.
  - Notice of links to local chapter websites.
  - Category for regulations – i.e., design standards, post implementation award. Most consultants would want their work posted.
  - Adopted legislation and newsletter could be posted.
  - Post an index of planning laws
  - Post funding and internship opportunities
  - Model ordinances. Although DOS does not philosophically believe in it, perhaps we could do it.
  - Anything we can get from APA.
- Competing fragmented initiatives may not be most desirable. Look at collective efforts, i.e., website links.
- Niche – Annual Awards Program.
- We need a list of resources that we can reasonably put together. What would the professional community want? What do we already have?

Mike Krasner asked members to think about ideas and come to the March meeting ready to discuss. He will touch base with Jean for additional discussion. Perhaps we can identify a project to focus on to get it on the website in the fall. We could start with archived materials and then build on that. There could be an unveiling of the website at the conference. Wyeth Friday will go back and talk to the internship coordinator about possible assistance. Students should start thinking about it now.