

**APA NY UPSTATE CHAPTER**  
**March 21, 2003 Executive Board Meeting**  
**Date: Friday, March 21, 2003**  
**Time: 10:30 AM – 2:45 PM**  
**Place: DeWitt Town Hall**

1. Roll Call- Mike Krasner, Jean Waterbury, Mike Long, Rocky Ferraro, Andy Labruzzo, Judy Breselor, Mary Kopaskie, Dan Aken, Gary Black, Diane Carlton, Mike Kayes, David Woods, Steve Iachetta, Matt Johnson, Frank Evangelisti, Mike Ball, Don May, Erik DeLine, George McGibbon

Present-

In light of the fact that we had guests from Canada, everyone went around the table and introduced themselves.

2. Approval of January 27, 2003 Meeting Minutes.

The minutes were approved unanimously on a motion from Rocky Ferraro with a second from Jean Waterbury.

3. Additions/Changes to Agenda

Mary Kopaskie noted that she needs to talk about buying Access and to present the Board with a membership update. David Woods, President of the County Planning Directors Association, will be present later in the meeting to talk about county planning directors' issues.

4. Old Business and Announcements

None

5. Officers' Reports

President- Mike Krasner

Mike Krasner briefly discussed the Strategic Plan that the Board had reviewed at the last meeting. He noted there is a competitive grant program through the Chapter President's Council with a \$1500 grant maximum. Upstate APA could apply for this and use it to help fund a student intern to work on our web site. It may require a match. Mike handed out information on the grant and asked everyone to read it and comment for the next meeting.

There was some discussion about chapter only membership amongst the group. Some chapters charge a fee for "chapter membership only" (of between six and thirty dollars). Mike asked everyone to think about this for the May meeting. Is it worth it for us to pursue doing this?

Discussion on the Chapter conference was deferred until Steve Iachetta arrived. Mike announced that Rochester will be the site for the 2004 Chapter Conference.

Mike had a "mailing list policy" for members that came down from APA national. He passed out copies to those who wanted it. There is also promotional material available from APA. This material could be passed out at local training sessions to help get the word out about APA, (at the May 8-9<sup>th</sup> Genesee Finger Lakes Training session) for example. If any other section wants the promotional material, Gary Black can copy it and get it out to them.

Mike displayed the press material from the APA National about the upcoming National Conference. Buffalo is under serious consideration for the National Fall Leadership meetings in 2005. Mike will lobby for this.

Three planners from Ontario, Canada came to the meeting representing the Ontario Professional Planners Institute (OPPI)—Don May, Denise Moyland and George McKibbon. Don May explained how OPPI was founded and what their relationship is to the Canadian Institute of Planners. OPPI has been part of the Canadian Institute of Planners for two years now. OPPI is involved internationally, including in the Caribbean and China. 40% of their efforts are at the

international level. Mr. May is involved with continuing education and professional development. He is writing a working paper on this for a planners meeting in Winnipeg.

OPPI has been in existence for about ten to twelve years. Ontario planners pay \$200 a year to belong to it. For this they have their own staff at the provincial level. They have asked former members why they are no longer members of OPPI. They have been successful in getting about 100 planners to re-join through this program. OPPI does a great deal of training on a wide variety of topics. They want to conduct more courses via the mail and video. They have their own web site which cost them about \$40,000 (Canadian) to set up.

Like APA they have district levels which have no staff. There is an Eastern, Central Western and Northern division. OPPI wants to develop a better relationship with the Upstate APA. They would like to put our events on their web site and vice versa. They feel that we need to improve communication between our full membership. We have a lot of common interests. They could make their journal available to us at a nominal cost. OPPI would like to form a small group of planners from their organization and ours to help facilitate communication. In the fall of 2004 we could partner with them on a small conference. There was a discussion about providing our newsletter to the Canadian planners. Don mentioned that their conference days are the 17<sup>th</sup> through the 20<sup>th</sup> of September in Deerpark. They will focus on site planning and greenways. Mike noted that 35 Canadians have dropped out of the Upstate APA due to the new dues structure that APA instituted.

Steve Iachetta discussed the fall Upstate APA Conference which is entitled "Guiding Growth for Better Communities". It will be held in Saratoga Springs on October 22-24<sup>th</sup> 2003. The welcome speaker will be talking about new urbanism. Steve went over the three tracks for the conference—community planning, transportation planning and environmental planning. The conference will be co-sponsored with the Metro Chapter of APA. Steve announced that he is looking for 12 moderators to moderate the 12 sessions planned, and he is looking for input from the County Planning Directors Association. A separate training session for the AICP exam has been scheduled because the conference is too far in advance of the AICP exam. There are 17 divisions of APA that we could tap into for free speakers, as they have their own money to travel to conferences. Any suggestions for speakers should be sent to Steve who is the Capital District Section President.

Rocky briefly went over budget information about the conference. It should cost about \$135 for persons to attend. They believe they will get about 100 people which should net \$4000. Jean Waterbury suggested there be contingencies of things to cut if they don't get the number of persons they have budgeted for. A bicycling tour of the Saratoga Springs area and a walking tour are being planned.

Mary suggested Jim Pinot of Yonkers, who is Director of Waterfront and Downtown Development, as a speaker for the conference

Past President—Jean Waterbury

Jean discussed the web site. She has put the Upstate APA Award form on the web. All chapter officers are on the web now with links to e-mail addresses and a list of where they work. Everyone was encouraged to check out their address to be sure it is correct. Discussion was held as to whether we should put our newsletters on the web after they become dated. It would be another way to sell advertising. Canada does post their newsletter immediately, but Don wasn't sure if it was for members only. Jean also noted she has a page set up for the fall conference.

There was a discussion about advertising on the web. Of the 46 chapters, 43 have web sites. Of the 43 with sites, five charge consultants to advertise. Jean handed out a list of those who do advertise and what their policy is. Jean will put everything together into a draft for our next meeting after her research is completed.

Treasurer- Mike Long

Mike asked if the Capital District Section needs \$1000 up front for conference expenses. Rocky said not at the present, but they may need the money later. Mike noted that we need to adopt the 2003 budget. Last year we made \$2000 in profits. The newsletter, however, is more expensive than before. Last year we did a good job with advertising. WE took in \$4000. The first electronic transfer of \$3240 from the National APA has occurred. Mike noted it costs us about \$400

to send out the newsletter each time. We may have to send it out electronically at some point. We have \$1800 in revenue this year from advertisers thus far. Rebate checks will go twice per year to the individual sections instead of four times.

Discussion regarding a student intern was held. For the cost of \$1400 we could get a Cornell intern for the summer. Cornell would match this for a total payment of \$2800. The intern could work on the directory for which we have budgeted \$3000. Mary discussed the cost of putting the directory on CD and mailing it out to people. It would cost about \$2200 to put it on CD and mail to everyone. We would have a lot of extras because of the volume the CD required. An intern could also work on the web site. Mike Long said the intern could work half time for Upstate APA and half time for his office. He could split the cost with Upstate APA.

Membership Officer- Mary Kopaskie

Mary noted that we need to buy Access in order to maintain our database of membership. It costs about \$250. There was a discussion about the privacy issue of putting APA members' names and address on the web. It was felt that membership addresses and phone numbers should only be available to those who are APA members. An intern could work on making the web page with members' addresses and names available to "members only". Mary could burn CDs for those who wanted them. We could save money in this manner.

There was a motion for approval of the 2003 budget with \$250 allocated for the Buffalo Smart Growth program from the professional development line item and ½ of the intern sponsorship of \$700 plus \$300 for access as well. Motion by Steve. Seconded by Mary. All approved. Mike also mentioned that he was missing the 990 form for the IRS from three of the sections.

Vice President- Rocky Ferraro

Rocky discussed the awards program. He passed out the awards form and noted that sections B and D have been changed to better handle administration. You can nominate yourself and/or your agency, but it is frowned upon. Last year there were 30 proposals submitted. It was agreed that the nominator must coordinate with Rocky as to who is coming to the awards luncheon and how many will be there. It was also agreed that a nomination can continue to be moved from one category to another by the committee. This language will not change. Discussion as held on submitting information on CDs. It was agreed that paper copies are necessary so the awards committee can spread out the packets and review them.

The awards form will be posted on the web site. It will not be mailed out. The next newsletter will direct members to the web site

Professional Development Officer—Any Labruzzo

Andy announced that the AICP exam is May 10, 2003. A total of 38 persons are eligible to take the exam. The study guide is being distributed. Rocky and Bernie Schmaltz from DOS will conduct a study course closer to the spring date. Another session will be done in the western part of the state. The one in Albany will be April 12<sup>th</sup>. It was noted that the Metro Chapter does a six-week training course for their members. Andy got their material. It is in a huge six-inch binder which Andy brought to the meeting and showed everyone. Andy and Rocky have copied it for us. A motion was made to reimburse Rocky for his copying costs of \$76.72. Passed.

Andy noted that the AICP exam will be computer based next year. It was also noted that National APA told Upstate APA that 78 people were signed up to take the exam; thus we ordered study guides based on this number. Now we have been told that only 38 are eligible.

Director of Legislative Affairs—Judy Breselor

Judy reported that she has been to the Rural Resources meetings. The Commission on Rural Resources wants to implement mandatory training for planning board members and professional staff as well. They want six hours of mandatory training per year. A bill will move forward advocating this, although mandatory training for civil service staff has been removed from the bill. There was a long discussion about this effort. How will it be funded? Who will enforce it? It seems that only DOS will be able to decide who does the training and what the training will consist of. Judy noted that of all the planners there, she was the only one opposed to mandatory training.

David Woods noted that the County Planning Directors support training, but not mandating it. Andy said we should go on record opposing mandatory training. David Woods said the County Planning Directors would like to work with Upstate APA on this issue. The Commission wants this bill passed and implemented by January 2005.

Mary again noted that she will purchase Access and invoice Mike K. for it. Mary noted she gets a monthly list of APA members. If anyone wants it please contact here.

Education Officer—Dan Aken

Mike asked Dan to contact Cornell about the conference because there will be a student discount.

I. Public Relations Officer—Gary Black

Gary had nothing to report.

Member at Large- Diane Carlton

Mike asked Diane to work with the Canadian group on facilitating a closer relationship. She agreed to do so.

Planning Official Development Officer—David Kay

David was not at the meeting. He is going to meet with Bob Elliott from New York Planning Federation to discuss training issues. David Woods noted that Mike Kayes will represent the County Planning Directors on the NYPF Board. If there is room on the Board it was agreed that the Upstate APA should have a member as well. Andy agreed to do so should a vacancy become available.

Mike K. said we need to get newsletter articles written. We need to have articles, job changes, job posting etc. in the newsletter. Mary said we should do a “point/counterpoint” about the mandatory training bill for the next newsletter. It was noted that next deadline is April

County Planning Directors Liaison—Mike Kayes and David Woods

It was noted that a dialog has been set up with the NYS Department of Ag and Markets about the new changes to the Ag bill. The changes allow farmers to petition to join an agricultural district at any time as opposed to waiting for the eight-year review. This will create a huge amount of work for county planning departments, which are responsible for the ag district program. A 30-day window period per year has been proposed to alleviate this, but it would still require that the entire process for ag district update be conducted once a year if someone were to submit during that time. The County Planning Directors are continuing to work with Ag and Markets to let them know this is not acceptable.

Canadian Officer- Sandy Hay

Sandy was not present, but Mike K. noted that six Canadians with \$30 chapter dues have continued their membership with Upstate APA.

## 6. Section Directors Reports

Southern Tier—Frank Evangelisti

They have a planner’s position open. They have filled their senior planner position. They are reactivating their section only membership.

Western New York—Mike Ball

Mike passed out information on the Genesee Finger Lakes planning workshop. It is a dinner program. Noted that the new dean of Architecture and Planning at Buffalo will be making a presentation on April 2, 2003. Their newsletter just went out.

Capital District—Rocky Ferraro for Steve Iachetta

They have had three programs this quarter, Steve Bland from CDTA, Denise Zinski from the Center for Economic Growth and Neal Gifford the Director of the Pine bush Conservancy.

Student Representatives

SUNY/Buffalo- Erik DeLine

Erik reported that first year students don't seem to see the benefits of belonging to APA. He's trying to advocate the benefits of APA with the students. Rocky talked about whether having a free room to stay at would encourage students to go to the conference in the fall. Erik thought it might.

Motion to Adjourn by Gary. Seconded by Mike Long. Adjourned at 2:45 pm.

Respectfully submitted,

Diane Carlton  
Acting Secretary

#### HANDOUTS

Business Advertising on the Chapter Websites  
Guiding Growth: Better Communities  
APA Mailing List Policy for Chapters  
2003 Chapter Competitive Grant Program Chapter Presidents Council  
Upstate New York Chapter American Planning Association 2003 Conference Budget  
APA Upstate Chapter- January 2003 Executive Board Meeting  
New York Upstate Chapter 2003 Professional Awards Application Form  
2003 Proposed Budget- Q 1 Expenses