



APA New York Upstate Chapter Executive Board
September 28, 2016
Meeting Notes
GBNRTC

1. Roll Call
 - a. Attendees: Katie Evans, Jim Levy, Pat Tatich, Ellen Parker, Meagan Aaron, Andy Raus, Vicky Simon, Ed Flynn, Nicolette Wagoner, Brian Pincelli, Rich Guarino, Darren Kempner, Felipe Oltramari, Kerry Ivers, Eve Holberg (On phone: Sean Maguire, Tom Knipe)
2. Welcome to New Board Members
 - a. Election Results – Thank you to the new board and those who are completing their terms. Katie will send the results out. There were no contested positions. New terms start 1/1/17.
 - b. Board Succession Planning/Orientation

Katie provided an update of the APA Legislative meetings in DC earlier in September) and had some great ideas from the Michigan chapter about engaging the planning schools in our region. She spent some time in training sessions on those issues where we have had difficulty gaining traction.
3. Approval of Meeting Minutes
 - a. Guarino/Tatich - approved
4. Addition/Changes to the Agenda
 - a. Student Scholarship
 - b. Meeting format and opportunity for videoconferencing
 - c. Treasurer's report – chapter dues changes
5. Conference Planning
 - a. 2017 NYU Chapter Meetings – to be held at SUNY ESF in Syracuse
 - i. Planners Day 3/17 – CNY section will host this year, proposing two half-day conferences rather than a full day, in part because National Conference will be in NYC next year. Would be nice to find a sponsor for Planners Day to offset cost or make it free. Includes chapter awards luncheon. Discussion about dates although 3/17 might be difficult. Former Hotel Syracuse may be another option if we can't get ESF on a different date. 3-4 sessions depending on awards, networking between sessions. Send suggestions for hot topics/potential speakers to Brian. 3 sessions total plus chapter awards. [NYPF will be 3/26-28 at Saratoga Hilton.] Jane worked up a template to survey attendees after conference – includes suggestions for new topics. It's possible that we'll receive some good ideas after this conference for topics. Sponsorship in the past – total cost 3700 offset by revenues of 850.
 - ii. Fall Meeting – date TBD, September or October. ESF doesn't start reserving rooms until the calendar year (May). Consider opening fall conference to sponsorships. Possible to draw upon CNY section funds if we have this at the hotel. Museum in downtown Syracuse may be another option.

- iii. *need to xfer map of sections from former website to the new website.
 - b. 2017 National Conference Update – Javits Center
 - i. There isn't going to be an opening reception. National received feedback that people were disappointed that it wasn't going to be part of the conference but it's \$250,000 to hold in NYC. The board discussed how to get people to go? Use some of our extra funding for scholarships or defraying the cost of National Conference for some of our members? Mark coordinating w James Rouse. Some concern about participants' willingness to travel for mobile tours. Chapter could set forth the initiative and section could implement it. Create a subcommittee to discuss the potential for scholarships, meet and propose to the Board and then we'll vote on it in Nov. Eve will ask on APA Treasurer listserv to ask if any other chapters have a scholarship or subsidy offered for National Conference.
 - ii. Participation from upstate? Hospitality events by sections? Chapter offered to support it financially but section isn't concerned about the cost. Could it be open to all members? *Nicolette and Carrie will help to find a meet-up location in Midtown or within easy walk of conference (Porchlight or Lucky Strike? Depends on conference hotels?)
 - iii. In lieu of Chapter Conference we want to encourage members to attend this one. Katie will let the Business Committee (?) know that we are evaluating opportunities for subsidizing the conference.
 - c. 2018 NYU Chapter Conference
 - i. Southern Tier section will host.
 - ii. Tom expressed interest in holding this at the Statler Hotel but there's no availability until November 2018. He will work with section board to find other potential venues in the region. (Maybe not Corning since the last ST conference was there.) We'll maintain Weds-Friday format in late September/early October. Watch for Jewish holidays (9/10 and 9/19). Maybe 10/3-5? What about Elmira?
 - iii. We'll put on agenda for next meeting.
- 6. Projects in the Works
 - a. Updates from National
 - i. They're looking for new communities for Community Planning Assistance Team (CPAT) projects. Communities submit to National and National facilitates the CPAT process. Average of 5 CPATs per year since 2014, they're looking to increase promotion. Community assistance webinar on 10/19/16.
 - ii. October is National Community Planning Month. Planning.org/npcm/tools – online resources such as logos, signs, etc. Planners will be able to print out signs and use them with #planningmonth on social media, National will compile them into a video. Profile picture options and quotes. Katie will encourage planners to introduce the proclamation about the importance of planning to municipalities.
 - iii. Katie is part of a group that uses basecamp for distribution of info. Chapter President Council (CPC)
 - iv. CPC passed a resolution – invited all past Presidents to remain a part of CPC.
 - v. National welcoming back members from 2008 due to the economic downturn, deadline 9/30/17 w/o retaking AICP at reduced rates. APA will be contacting eligible members.

- vi. Updates to AICP exam next May. PDO call to discuss updates on 10/5 – Katie and Rich attending. They're adding 100 new questions and updating the reading list.
- vii. CPC creates a manual to help AICP candidates. Katie suggested that we consider purchasing several copies to sell.
- viii. APA is working on the CM and speaker database.
- ix. AICP survey was distributed, closes 9/19.
- x. AICP pilot program – feedback is open now. It was unanimous that the work requirement should not be reduced because on the job training is so important.
- xi. New section on website about Kids in Planning, new info about Plan for Health.
- xii. Katie attended an emerging student planner session – Michigan section had some great ideas. On National's website there's a listing of all accredited schools and contact info. They stress the need to engage staff in order to support the value of the membership to students. MI offers free APA membership to any student in any degree program, not only planning at accredited schools. They offer free resume reviews. Chapter did a call for submissions to all municipalities for internship projects, vets the opportunities and then releases them to students. Possibility to coordinate w NYPF? Education opportunities for us to get into schools.
- xiii. Katie's must-do's by year end: RFP for Chapter Administrator (she'll draft in Nov with goal of issuing in Dec and discuss in Jan, have plan in place by end of existing contract at end of March), and operations manual (we have a template, Katie will draft it.)
- b. Chapter Dues changes
 - i. Would move from a percentage of whatever national dues are. In order to reach parity and make as much as we're making now, we'd have to require 15% of members' national dues. Eve has to develop a recommendation for our next meeting.
- c. Website Launch
 - i. APA is updating its website in phases. Conference, PDO and RFP sections have been updated.
- d. Budget Update/Review
 - i. Currently have 570 members, should be in mid-600s.
 - ii. She'd like to move fiscal year to 10/1-9/30.
 - iii. TN chapter has recently moved to a percentage-based dues system, for every section that has a fund balance of less than \$3500, they budget grant amounts to those sections. Sections come to the chapter with a budget every year.
 - iv. We are on track to come in \$13,000 over budget (typically we are on budget) but this year there were some unanticipated expenses such as insurance for officers, Chapter President's travel budget, accounting expenses.
 - v. Chapter has \$40,000 and Sections have approximately \$60,000 in fund balance.
 - vi. How to encourage the sections to spend their funds? One option is that we stop paying them until they spend their balances down to a certain level.
 - vii. Board approved budget (Ivers moved, Raus second)
- e. Community outreach
 - i. Getting members involved in the community – working with Boys/Girls Clubs, solicit criteria for needs-based projects, seed money and volunteer labor to spend some of the Chapter's funds. Conduct a mini-charrette with volunteer

groups. Do some PR to get noticed outside of the organization and conference.
Raising organizational profile.

- f. Distribution/Keeping files online
 - i. Basecamp – no
 - ii. Vickie suggested RR Donnelly – Venue program. She will send info to the board along with pricing.
 - iii. Dropbox may not be compliant with National
 - iv. Google Docs hasn't been straightforward to use
 - v. Mark C. set up a new stripe (?) account – full suite of ecommerce through this account.
 - vi. Constant Contact - \$300/year (expired, needs to be updated)
- 7. Section Directors Updates
 - a.
- 8. 2016 Conference
- 9. Other Business
 - a. Next Meeting – 11/11 in Albany
 - b. To be confirmed.
- 10. Adjournment
 - a. The meeting adjourned at

*action item – outgoing Board members coordinate w incoming members.