



**APA New York Upstate Chapter Executive Board**  
**November 18, 2016**  
**Meeting Notes**  
**UAlbany**

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1. Roll Call
  - a. Attendees: Board Members/In-Person – Jim Levy, Mark Castiglione, Nicolette Wagoner, Patricia Tatich, Sean Maguire, Hilary Papineau; On the Phone – Kerry Ivers, Felipe Oltramari, Jonathan Bleuer, Brian Pincelli, Tom Knipe. Other Attendees: Zack, Marcia Kees, and several students from SUNY Albany
2. Approval of Meeting Minutes
  - a. Approved as amended (Mark was listed in attendance at September meeting in error.) Castiglione/Tatich
3. Additions/Changes to the Agenda
  - a. None.
  - b. Jim facilitating the meeting as Katie is on medical leave.
4. Conferences
  - a. 2016 NYU Chapter Conference Update
    - i. Raised 52k (including approx. 13/14,000 profit – total TBD). The profit will be split between the Chapter and WNY Section.
    - ii. 175 attendees, no major issues.
    - iii. Positive feedback—conference was fun and a great educational opportunity.
    - iv. One issue noted was that the poster session was awkward and crowded.
  - b. 2017 NYU Chapter Meetings in Syracuse
    - i. Planners Day on March 17
      1. Theme is “Technology in Planning” with sessions that may include 3D modeling for planning boards, etc. Two of the four speakers are set. If we have other ideas for suggestions or topics, email Brian.
      2. To be determined whether or not the Spring program will have an awards component.
    - ii. Fall Meeting
      1. Date and location TBD as we cannot confirm ESF for the fall until spring 2017. May hold at another location in downtown Syracuse.
      2. Felipe O. talked to Angela Ellis (Livingston County Planning Director) about holding a mutual event with County Planners to discuss changes to SEQR, Town and Village law, edit various statutes, etc. This may be a good forum for bringing forward ideas to document and present as a white paper to state agencies. Move toward legislative advocacy. The board had some discussion about whether this was the right time of year to strategize and put forth solutions.
      3. Jim noted that a legislative update would be important at both spring and fall meetings, perhaps during lunch.
      4. October is generally easier for students than September, in terms of scheduling.

- c. 2017 National Planning Conference Update
    - i. Mark met with Metro Chapter and National at APA Conference in Phoenix. He is conducting a mobile workshop on the Hudson Valley Ag and Food Shed.
    - ii. Conference will be at Javits Center, Marriott Marquis is the conference hotel. We are encouraging members to stay there to meet APA's minimum numbers on room block.
    - iii. The Board discussed how to potentially sponsor members who wish to attend the National Conference. Some ideas include:
      - 1. Contact APA Metro to ask about less-expensive housing options
      - 2. Sections could help offset the hotel cost (if they are willing)
      - 3. Mark will reach out to section directors with accredited planning schools in their geography to ask them to match student scholarships.
      - 4. Pool funding for student housing to make allocation easier. Who will reach out to NYC planning schools to ask if they may have less expensive housing options for upstate students?
    - iv. Motion to allocate money for National Conference (exactly how TBD) (Castiglione/Tatich). This task falls under the responsibility of the education office.
    - v. UAlbany will have a table at the conference. Volunteers and alumni are needed to staff it.
  - d. 2018 NYU Chapter Conference
    - i. Tom Knipe has contacted venues in Ithaca and Binghamton, but date and location are TBD. He is leaning toward Hotel Ithaca as there are 3 hotels within walking distance and it is relatively affordable.
    - ii. September 26-28 or October 3-5 are dates up for consideration.
    - iii. He is using past conference schedules to assemble a draft schedule. Currently considering how many breakout sessions to plan. Jim and Mark mentioned that we have a chapter conference binder with info on previous conferences and asked Jonathan to pass it along to Brian and then Tom.
    - iv. To improve the poster session, consider downloading a mobile app for voting or assign a jury with representatives from each section. The voting at the Buffalo conference was awkward.
5. Projects in the Works
- a. Updates from National
    - i. No major updates aside from what Katie has emailed in recent weeks.
  - b. Chapter dues changes
    - i. Katie is taking the lead on this. The Board has had some discussions, as National is requiring all chapters to go to percentage rates for dues. This would increase chapter income, and members making lower salaries would likely see their dues decrease. There is not a great concern that planners with higher salaries would leave the organization.
  - c. Website updates
    - i. Andre Primus from Highland Planning has worked with Mark to update the Chapter website. New features include ecommerce through Stripe. Interested planners may join the chapter only through the website.
    - ii. Chapter no longer needs Constant Contact.
    - iii. Sections may use the website to sell/distribute event tickets.

- iv. Blog and e-blasts (every Monday) remain on new site. Calendar is a new feature.
  - v. All Section Directors attended a Square Space training.
  - vi. Need to update website with new officers.
  - d. Budget Update (Planners Day costs)
    - i. The board discussed the fee for Planners Day and the Fall Meeting. Seeing as how we have sufficient funds, we'll need to have a conversation about spending vs. saving in case membership dips. We also discussed asking sections to contribute toward the fees for their members to attend these events.
    - ii. Pat mentioned that she had an opportunity to engage previous sponsors during Northeast APA conference and sees an opportunity to establish an ad hoc committee to discuss sponsorships.
    - iii. Jim will reach out to other organizations regarding the costs of their events. Perhaps we could also discuss a minimum budget for each section going forward.
  - e. CM Activity/PDO update
    - i. Section Directors and PDOs received a guidebook from Rich and forms for CM credit.
    - ii. He provided comments to National about the Dashboard on website.
  - f. Krasner Fundraising Update
    - i. This year we raised \$955 for Krasner Scholarship. We have \$1317 available for 2017.
  - g. Document Repository
    - i. Square Space offers members only options, so this may be a good place to archive documents from the chapter and old conference materials (Mark and Vicky to follow up.)
  - h. Election recap, legislative work plan and bill monitoring
    - i. Update to come at next meeting.
  - i. Community outreach idea from last meeting
    - i. Potential for collaborative project with landscape architects, perhaps a charrette? Some expressed an interest in going beyond our membership with a service project or CFA. Capital District section does service project as part of Community Planning Month and ties it into National's theme when possible.
    - ii. Idea needs more discussion.
6. Section Directors Updates
- a. CD – Hilary Papineau is new Director. Tracy from LA Group is new PDO. Section is planning a post-holiday social in January. They had a brainstorming session at dinner the night before and have some section-wide projects in mind. Also, wanted to acknowledge that Steve Iachetta has been section director for 20 years. Thank you to him.
  - b. GFL – Kerry announced their section's annual event in early December. Their section elections are in early January. Kerry remains section director.
  - c. CNY – Brian is busy planning 2017 Planners Day and Fall conference.
  - d. ST – Tom mentioned that Planners Connect event is that evening and they expect 25-40 attendees. He recently recruited a PDO and will work with Cornell on co-sponsorship of Cornell events for CM credits. Section board will likely meet again early 2017 and discuss a section website or social media page. No professional development programs this year but will plan for next year. Also continuing mini-grant program.

7. FAICP Recommendations
  - a. The board does not have plans to put forth any nominations at this time.
8. Other Business
  - a. Outgoing Board members reminded to coordinate with incoming members.
  - b. Subcommittee to discuss the potential for scholarships, meet and propose to the full Board.
  - c. Next meeting: January 13, 2017, 10:30 in Syracuse. [note – changed to January 20.]
9. Adjournment
  - a. The meeting adjourned at 12:34 (Castiglione/Tatich).