



**APA New York Upstate Chapter
Executive Board Meeting
Friday, May 21, 2021
Meeting Via Zoom & Phone Teleconference**

Mr. Castiglione called the meeting to order at 10:02 AM.

Agenda Items:

1. Roll Call

	Name	Board Title		Name	Board Title
X	Mark Castiglione, AICP	President	X	Mike Long, FAICP	Officer Emeritus & Bookkeeper
X	Sean Maguire, AICP, CEcD	Vice President		Jeremy Monte	Capital District, Section Director
X	Fred Frank, AICP	Treasurer	X	Jane Rice, JD, AICP	Central NY, Section Director
X	Eric Cooper	Secretary	X	Joe Bovenzi, AICP	Genesee/Finger Lakes Sec. Dir.
X	Rich Guarino, AICP	Professional Dev. Officer		Tom Knipe	Southern Tier Section Director
	Darren Kempner, AICP	Director of Legis. Affairs		Rocky Navarro	Western NY Section Director
	Ellen Parker, AICP	Membership Officer	X	Patricia A. Tatich, AICP	Planning Official Dev. Officer
X	George Frantz, AICP	Education Officer	X	Daniel Long	Liaison, NYS Co. Plng. Dir.
X	Amanda Bearcroft	Public Relations Officer	X	George McKibbin, MCIP, RPP, AICP	Liaison, Ontario Prof. Plnrs. Inst.
X	Jonathan Bleuer	Member At Large		Emily Loughlin	Student Rep., Univ. at Albany
				Natalie Deduck	Student Rep., Cornell University

9 Board members present (9 Required). Quorum met.

2. Additions/Changes to the Agenda

None

3. Approval of 3/26/2021 Meeting Minutes

Motion to approve made by Mr. Frantz. Seconded by Mr. Frank. Motion approved unanimously.

4. Approval of Financial Statements

Mr. Castiglione stated that we are still doing our diligence. Further that there has not been a lot of activity this year. The Chapter is still tracking more revenues than expenses. Balance shows around \$116k for all sections and the chapter.

Motion to approve financial statements through May 18th made by Mr. Frank. Seconded by Ms. Tatich. Approved unanimously.



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5. Planners Day, April 16, 11am - Follow up

Confronting Racism: Practical and Ethical Considerations for Planners

Mr. Castiglione stated that between 150 to 170 people attended. There was much positive feedback for topic and speakers. He felt it was good to have ethics officer for APA and AICP to join and provide a valuable walkthrough for ethical and practical considerations. People were able to share their experiences and there was no easy answer for a lot of the questions raised.

6. 2021 Chapter Conference with NYPF Update

Mr. Castiglione said we're going to do a webinar series again because it was successful for both groups last year. Tentatively scheduled for early in the month of October through end of year. Aiming for 10 sessions throughout the period. Pepper in necessary meetings. They learned last year that we did too many sessions and people are suffering from zoom fatigue, so we're trying to keep meetings lower.

Mr. Castiglione further added that we're looking at different sponsorship levels this year with the addition of NYPF. Because NYPF brings in so many people, it is likely that more will attend this year even with less sessions. Looking at a tiered sponsorship structure. Two premier, presenting sponsorship offered at \$1,000 for speaking sessions. Second tier of sponsorships offered at \$500 for session sponsorship. Everyone else gets \$250 option for sponsorship. Higher level sponsors will get additional exposure. They felt this allowed greater value propositions for sponsors while not making it overly complicated.

Mr. Castiglione shifted to discussing sessions. There is no theme for the conference but we need at least one session on equity diversity and inclusion; law session - NYPF may be able to provide this. NYPF has pretty deep bench of presenters so may get some good topic ideas from them. Still debating on how to get a good keynote speaker for the conference. Because of proposed structure of this conference with all volunteers, we may have the opportunity to secure a good keynote speaker. Mark requested suggestions for a speaker.

He continued that NYPF exploring mailing a conference "swag" which would be funded by the sponsors. They are exploring that cost and time for creation and mailing. Additionally, we will use the same sort of formatting as last year meaning Eventbrite ticketing and zoom for meetings. If anyone has conference solutions that may cost money but would provide efficiencies and ease of use, let Mark know.

Mr. Mike Long asked whether there will there be revenue sharing? Mr. Castiglione responded that there will be a 50/50 split because each brings a lot to the table between audience size and production capacity.

Mr. Castiglione said the save the date is almost done and should be done by early next week. Call for sessions to go out in early June. Call for sessions will be very tight this year and will be



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before CFA deadline – possibly June 15. Concurrent with deadlines of submissions and review, we'll send out solicitations for sponsorships. Once the sessions are approved, they will reach out to sell a session to sponsors. Highland will take the lead on these tasks.

Mr. Bleuer suggested getting a data geek to discuss 2020 census numbers and determine potential uses for it. Mr. Castiglione liked the idea but wants to make sure its compelling and relevant to our tasks.

Mr. Castiglione brought up the concept of local events because people have pent up demand for socializing. Conference committee really likes the idea, but this will require work at the section level to coordinate events. At this point they aren't proposing anything too fancy. Just asking sections to take the lead on scheduling something in the section where members can get together to socialize. Conference committee is also open to the idea of sections proposing sponsorships for these section events. He is curious whether this would complicate things for sections. If sections are willing to do this, sections will be required to pay for the event which might be popular with firms that want to connect and potentially sponsor. Mr. Bovenzi thought this is a good idea and will wait for dates to come out. Thinks he can seek out sponsorships or just sponsor through section. Ms. Rice also supports this idea and is less concerned about seeking sponsorships.

Mr. Castiglione asked whether anyone want to gather virtually. Unanimous opposition.

Ms. Rice said there is a possibility of cross pollination for members who work across sections. She would like to see it publicized so you could go to multiple events. Mr. Castiglione said these section events would be advertised and publicized with the conference. Ms. Rice also suggested a competition between the sections for the most successful event? Perhaps just taking photos of the events and sending to Ms. Bearcroft. Ms. Bearcroft supports compiling these and providing them to her so she can put these photos into the award section. Mr. Castiglione was not so concerned with a competition but just wants to provide opportunities to meet. Does not seem to be strong opinion whether they should all be on the same date but will likely want to be constrained within a week's time or some specific period.

Mr. Frantz said he was putting together email to student reps and asked for the date for award nominations? Mr. Maguire said award nominations are open and out there. Due July 31st. Link is available on chapter website. Mr. Castiglione asked to promote these nominations to your sections.

Mr. Guarino asked where we stand for 2022 conference? Mr. Blueur said 2022 will be hosted by Western NY. Conference Planning Committee is not quite underway but bones of it are. Should be underway in two months. Planning for hybrid with full in person conference.

7. Appointment of Delegates to the APA Delegate Assembly



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Motion to appoint George McKibbin and George Frantz at upcoming delegate assembly by Mr. Castiglione. Second by Mr. Mike Long. Approved Unanimously.

Mark wished them the best of luck and confidence they will represent us well.

8. Highland Contract Renewal

Mr. Castiglione introduced the item. The last time this was bid was a few years ago. Highland has done this for about a decade. Most other proposals are not competitive compared to what Highland offers. They usually offer us a great discounted rate for their time. They have requested that in exchange for this discount they be noted as a chapter sponsor. Mr. Mike Long found that reasonable. Mr. Frantz concurs. Mr. Castiglione said this provision is written into draft contract. We also asked that they include language for contingency services. For instance, if we want to do a strategic plan or if we want to work MORE on the chapter conference. They added language to the contract on the second page. It is still capped at \$10,000.

Mr. Mike Long motion to approve. Mr. Guarino seconds. Unanimously approved.

9. Mike Krasner Scholarship

Mr. Castiglione recognized Mr. Guarino for his leadership. They've granted around 16K in scholarships to UB. Almost 20 years of scholarships. With the last check sent, the bank account is nearly depleted.

Mr. Guarino said the scholarship has been going 18 years and around \$27K. We have about \$500 left. If we stick to 20-year schedule, we will need to raise \$2,500 over the next two years. Annalyse Paulsen is this year's winner. She plans to study the relationship of transportation to community food systems in Buffalo. Mr. Guarino believes we are giving people too much time to apply which seems to relate to less applicants to the scholarship. In discussion with UB Dept of Urban and Regional planning, they believe that shortening the window will garner more responses.

Mr. Castiglione said, if you go to Chapter's website, you can find a section for the Krasner scholarship where you can make a donation. Wonders whether a UB alumni association can donate money to the scholarship and the Chapter could match this. He wants to be sensitive to providing support to a particular school given the great work all our accredited schools do. He asked whether the Chapter wants to provide funds for the scholarship. Mr. Mike Long believes this is a great idea. Would like to see Cornell use money that's within the Stu Stein memorial scholarship account. Mr. Frantz believes Cornell did award somebody a scholarship and does not have issue with providing funding for the Krasner scholarship. Should we go for a \$10k fundraising to make it last another 5 years? Mr. Maguire said that if we did that, UB should create an endowment. Mentioned a similar program at UAlbany. Mr. Castiglione would like to



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see the idea floated to UB Alumni. Chapter could help match some of that and raise the rest through fundraising. \$2,500 from Chapter, \$2,500 from Alumni, and \$5,000 from general fundraising. Mr. Maguire suggested checking with UB to see what their minimum fundraising is for an endowment. Mr. Guarino said he would push this at UB and with Alumni.

10. Five-minute Section Directors Update(s) Section Directors

Western Section: Mr. Bleuer provided the report in Mr. Navarro's absence.

- UB in collaboration with Western Section held the second of four webinars which focused on historic preservation and urban design. Most attendees were student based but some professionals. They are looking to host first in person gathering post covid in Buffalo. They are also organizing 2022 conference committee. They believe they are ahead of the game having started preparing for the 2021 conference.

Genesee-Finger Lakes: Mr. Bovenzi provided the report.

- Virtual happy hour done a month ago but not well attended. Looking to have an in-person event. He is hoping to potentially do an event in Geneva, NY to tour solar village and other new development in July or August. Will work with CNY to promote. He's continued work with Monroe County BAR on training. It has been delayed to be an in person event and a possible conference training session. Mark suggested seeking CLE credits for BAR associations. Opens up conferences to have more attendees and sponsors.

Southern Tier: Mr. Knipe was absent.

Central NY: Ms. Rice was absent.

Capital District: Mr. Monte was absent.

11. Committee Updates/ Work Plan Review

FAICP Committee Update: Mr. Mike Long provided the report.

A Webinar was held on 2/5/21. On 2/26/21 people submitted letters of interest and we ultimately ended up with 7 candidates. The Committee has started work with candidates to update resumes and seeking letters of support. They are also seeking mentors and basically all FAICP's have agreed to help. In July a letter of endorsement from the Chapter should be finalized. Also in July the packet should be finalized and sent in August. In the past the Chapter has paid the application fee and wants to know whether the Chapter will do likewise in this round.

Mr. Mike Long added that he thought putting the Committee together was a great idea by Mr. Castiglione. Additionally Richard Unger, FIACP has done an excellent job on the Committee. Mr. Castiglione added that the work done by the Committee has been excellent and is a leader



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among other APA chapters. He also emphasized the importance of the deadlines and reminders.

Audit Committee: Mr. Maguire provided the report.

Mr. Maguire stated that he has reached out to members who are planning directors to look over the report to look for anomalies or irregularities. He hopes to have it wrapped up by June 2021. Mr. Castiglione added that treasurer typically receives all the bank statements quarterly from chapter and sections. The committee was created to look at processes and financials due to the change in Treasurer. The committee will make recommendations to the Chapter Board for improvements.

Mr. Castiglione added that our accountant has filed for an extension on tax reporting. It is still in process and not completed. The 1099 has been sent to highland planning.

2021 Chapter and Section Workplans: Mr. Castiglione provided the report.

Mr. Castiglione said he's done a basic update to Chapter's work plan which was essentially the prior year's plan.

Legislative Committee

Mr. Castiglione said they sent letter to climate change group which was previously provided to Board. He added that they had a productive conversation with staff lead to Land Use subcommittee.

Financial Committee

No progress to report

Chapter Sourcebook/ Administrative Manual

Most recent meetings have been postponed. They are working offline to complete this and should have a draft in early fall.

Swag Committee: Ms. Bearcroft provided the report

Ms. Bearcroft said they met to discuss how to get APA swag. They decided to look at Chapter as a whole to put in funding and then reaching out to sections to gauge their interest and involvement; Only has heard back from Western section with questions. It is up in the air right now to see what would be of benefit to the chapter; what is the best product to increase visibility. Probably will push a little harder before chapter conference. Asks for section directors to reach out to Ms. Bearcroft if they've not been contacted.

Racial Justice Taskforce: Mr. Castiglione provided the report

Mr. Castiglione said the task force distributed surveys to membership. It is now closed. The task force was heavily involved in planners day presentation and looking to next steps. They're particularly interested in pipeline issue and engaging with students of color to encourage them to seek jobs in the upstate area.



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12. Communications, Outreach, Partnerships

Newsletter

Ms. Bearcroft said they have been getting a lot of great original content and are getting to the point where we might have to do first come first serve. With Conference coming up, they are going to start pushing the save the dates. Encourages continued sharing of the newsletter.

Mr. Mike Long said Bill Fulton of Auburn just wrote a new book and suggested it be added to the newsletter.

13. PDO Update

CM/AICP Updates:

Mr. Guarino reported the following:

- The AICP issued electronic certification badges. All AICP should have received an email to claim your email certification.
- The presidents study manual for the exam has been a point of contention for years. There is a new manual available for \$15 that is available for test takers to prepare for the exam. Questions about the exam and how to prepare should be directed to Mr. Guarino.
- CM for 2021: We have 62 events approved for 79 CM credits. This includes 1.5 ethics and 1.5 law. Some topics are not getting any love and Mr. Guarino had provided a chart with detail. Top topics are equity, sustainability, historic preservation. Mr. Guarino provided a breakdown of which region provided submissions. Also looked at percent of sessions which were free.

Mr. Castiglione introduced proposed changes to AICP. CPC wants to open AICP up to more people and increase diversity/streamline process. Changes include changing the essay portion to checklist. Criteria for AICP is generally not changing such as education and experience. Changes would allow people to take the exam prior to experience and become a "candidate". The changes will decrease importance of accreditation to open up AICP to more potential members.

Mr. Guarino does not feel that current rules exclude people as it is applied equitably. People from non-accredited schools are not excluded but they just wait longer. He is concerned that people not understanding the written portion is illustrative to candidates' quality. He does not know about verification of checklists. To him, it appears they are looking to get more people to pay and sit for the exam rather than be excluded prior to examination. He does not want the certification to become watered down.

Mr. Castiglione believes sitting more for AICP program is important for improving the pipeline to AICP. The more people that have it and diversity of the population will improve the standing of the certification. He stressed that the qualifications are not changing.



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Mr. Guarino believes this is a slippery slope. If we start making things easier and if it doesn't produce the desired results, what is next?

Mr. McKibbon added that in his previous experience writing the exam, he found there was not good, standardized rules for who could write the exam. He believed the checklist can provide a more measurable indicator of qualifications. With the essay, he did not believe it was useful. He believes having the exam first will provide a useful experiment.

Mr. Castiglione said exam reviewers provided feedback that essays leave too much gray area.

Mr. Mike Long added that he ended up with 3 certifications including RLA, City Manager, and Planner. For RLA, you must do the history portion first, then practice before practical exam. City Managers take many continuing education classes to become credentialed manager. He adds to Rich's point about the "money grab".

Mr. Maguire added his experience as a Certified Economic Development Specialist. Ditching the essay leaves the exam as multiple choice. With CECD, there are multiple choice, short answer and interviews where there are "gatekeepers" to the certification.

14. Education Officer Update

Mr. Frantz said that he wants to do outreach to 3 student reps to brainstorm on how to use Zoom to bring students together more; potentially a student sponsored event. He just finished teaching his first 1 credit hour AICP exam prep course; just saw the new chapter exam guide is out and will use next year. Looking at how to take 14 hours of class time to condense into 7 hours. Hoping to open it to membership as online course. He co-teaches an urban design seminar remotely but hopes next year to teach this in Shanghai. He hopes to open the course up to other NY schools for student to study abroad.

15. Membership Update

Ms. Parker was absent.

16. Planning Official Development Officer

Ms. Tatich said Planning Officials are enthused about having a collaborative conference with the APA. They had several people from Albany area contact the executive director and be abusive about zoning and the equity issues associated with it. They want to prepare information about their responsibilities as a membership organization to assist members with quality decision making.

17. County Planning Officer



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Mr. Dan Long said County Planners just passed new by-laws for the group. Finger lakes region is going through process of applying for National heritage area status. There was a kerfuffle about who would be the agency leading this process, but Parks was excellent to bring all groups back working together.

18. Liaison to OPPI

Mr. McKibbon wrote an editorial to compare ADU regulations. He felt the editorial was successful and generated some interest. Purpose of the effort has been to trigger interest from inside and outside of profession. There is hope based on the response received. Next one he'd like to try relates to lawyers. In Ontario, issues of planning design does not automatically go to courts but to a legal tribunal. He had a very interesting conversation with a NY land use attorney which gave him an idea to explore further. He wants to speak to some more attorneys to get an idea of what they expect of planners. He'd also like to speak to planners at a municipal planner to get a sense of their relationship with attorneys. Would like to compare and contrast the lives and relationships of planners in Ontario and Upstate NY.

19. Student Representative

None

20. Other Business/ News

None

21. Motion to Adjourn

Meeting adjourned at 11:51 AM.

Next meeting is scheduled for July 16th.

Respectfully submitted,

Eric Cooper, Secretary