



**APA New York Upstate Chapter
Executive Board Meeting
Friday, January 18, 2019
Teleconference**

1. Roll Call

	Name	Board Title		Name	Board Title
<input checked="" type="checkbox"/>	Mark Castiglione, AICP	President	<input checked="" type="checkbox"/>	Mike Long, AICP	Officer Emeritus
<input checked="" type="checkbox"/>	Sean Maguire, AICP	Vice President	<input checked="" type="checkbox"/>	Kerry O'Connor	Capital District, Section Dir.
<input checked="" type="checkbox"/>	Eve Holberg, AICP	Treasurer	<input checked="" type="checkbox"/>	Jane Rice, JD, AICP	Central NY, Section Director
<input checked="" type="checkbox"/>	John Czamanske, AICP	Secretary	<input checked="" type="checkbox"/>	Joseph Bovenzi, AICP	Genesee / Finger Lakes Sec. Dir.
<input checked="" type="checkbox"/>	Rich Guarino, AICP	Professional Dev. Officer	<input type="checkbox"/>	Tom Knipe	Southern Tier Section Director
<input type="checkbox"/>	Darren Kempner, AICP	Director of Legis. Affairs	<input checked="" type="checkbox"/>	Jonathan Bleuer	Western NY Section Director
<input checked="" type="checkbox"/>	Ellen Parker, AICP	Membership Officer	<input checked="" type="checkbox"/>	Pat Tatich, AICP	Planning Official Dev. Officer
<input checked="" type="checkbox"/>	Matt Ingalls, AICP	Education Officer	<input type="checkbox"/>	Nicolette Wagoner, AICP	Liaison, NYS Co. Plng. Dir.
<input checked="" type="checkbox"/>	Amanda Bearcroft	Public Relations Officer	<input checked="" type="checkbox"/>	Vicky Simon, MCIP, RPP	Liaison, Ontario Prof. Plnrs. Inst.
<input checked="" type="checkbox"/>	James Levy, AICP	Member At Large			

2. Additions/Changes to the Agenda (none)

3. Meeting Minutes of Oct 3, 2018. Approved unanimously.

4. 2019 Meeting Schedule. After brief discussion, **a motion to approve an every other month second Friday meeting schedule (Guarino, Ingalls) was carried unanimously.** Schedule as provided in Mark C's subsequent email:

March 8, 1-3pm Teleconference
 May 10, 10:00am-2:30pm, Tentative CNYRBDB, Syracuse
 July 12, 1-3pm Teleconference
 September 13, 1-3pm Teleconference
 October 2, 10am-12pm, Annual Conference-Rochester
 November 8, 10:30am-2:30pm, University at Albany

5. Election of Mike Long – Officer Emeritus. Mark related that the title of Officer Emeritus was created in the recent bylaws revision, then reviewed Past President Mike Long's distinguished service on the Board and in local and regional planning. Mike related that he was with the City of Auburn for twenty-eight years, over four in the City of Poughkeepsie and two as Oneonta City Manager; he now has a private consulting business in Auburn. **A motion to elect Mike Long as Officer Emeritus (Guarino, Maguire) was approved unanimously.**

6. Section Directors' Updates

A. Western. Jonathan.

- i) AICP Conference held in Buffalo, including a dinner meeting with APA national representatives. Good turnout.

- ii) An annual student/professional mixer is coming up 2/25, 5:30 to 8:00 PM.
- iii) Also coming up is a CM presentation regarding Verizon's 5G rollout.
- iv) This is Jonathan's last couple of months as Section Director. Incoming director Rocky Navarro will be on the next call. There will be other turnover on their section board with their upcoming elections and they're looking forward to some reinvigoration. The transition and annual awards dinner will be in early May.
- v) Mark thanked Jonathan for his leadership and continued involvement.

B. Capital District. Kerry.

- i) The Annual Meeting went well.
- ii) One change to the board.
- iii) Looking for a co-chair for the 2020 conference; Kerry is other co-chair.
- iv) 2019 event schedule is getting developed and will be available in a couple of weeks.
- v) Mark thanked Kerry for taking on the conference in addition to her Section Director duties. Mark asked Joe to forward Kerry the conference report from Tom Knipe. Pat, Sean, and Jim offered their help to prepare for the 2020 conference.

C. Central. Mark related that Jane reported:

- i) A good first networking event was held with good attendance.
- ii) CNY has agreed to help with Planners Day logistics and financing.
- iii) Interested in implementing their work plan
- iv) Are coordinating their banking system with the Chapter, such that the section funds would be with the Chapter for safekeeping. They're working with Treasurer Eve Holberg.
- v) Membership is steady, with an infusion of young member interest.
- vi) Outlook good for a reinvigorated CNY section for 2019.

D. Genesee/Finger Lakes. Joe.

- i) Winter social last week; small but well-attended.
- ii) Looking at CM training events this spring.
- iii) The annual meeting was rescheduled to February; elections also in February.
- iv) Coordinating with Rochester Community Design Center on a their annual lecture series; hope to get CM credits approved for the series.

7. Chapter Conference

A. 2018 Conference Summary. Tom Knipe unable to make the call. Mark related that the 2018 Chapter Conference was very successful and well-attended. About \$9000 was raised, half of which is due back to the Chapter. Good feedback on the John Noltner video and photographic activity. Kudos to Tom and the section on their outstanding job hosting the conference. Also interesting to see the partnering between the chapter and Cornell University; grateful for the opening reception and opportunities for interaction with students and faculty.

B. 2019 Conference Planning/Status. Joe Bovenzi.

- i) The initial Call for Session Proposals has gone out. Expect to reissue once a week. Feb. 22 is the due date. An initial, general round to gauge interest and ideas; can always do another call if needed or targeted outreach for a particular field.
- ii) The conference planning committee was organized last year; three sub-committees.
- iii) Program sub-committee of Jason Haremza and Tanya Zwalen. Coordinating on call for session proposals. Contact them with ideas. 2/22 is due date. Looking at mobile workshops in addition to sessions at hotel.

- iv) Hotel sub-committee, headed by Lisa Chung. Venue is the Rochester downtown Hyatt; already reserved. Joe and Lisa have met with hotel. Developing space layout.
- v) Budget/Finance is third sub-committee, headed by Rich Perrin. Draft budget prepared. Great to have historical conference data; he'll share with Kerry.
- vi) Interested in getting chapter website updated from 2018 conference info which is still there; they'll work with Highland Planning to update. [Mark interjected that if anyone would like access for the chapter website to let him know; Squarespace platform easy to work with.] Mark suggested a save the date email.
- vii) They're interested in learning about EventBrite and possibly using that for registration like last year. Mark related that any event registration management service or software would be okay to use, being mindful of cost and surcharges. Will reach out to Tom Knipe.
- viii) They've discussed keynote speaker ideas. Looking for board ideas. No conference theme yet; thinking of backing into that based on what is proposed. Could also survey the chapter.
- ix) ~~Eve added~~ Reminder to include Ethics and Law sessions; also that chapter finances can support inviting someone from APA national, possibly the regional rep or the AICP rep, who in previous years was invited to do the ethics session. There's a protocol for funding; something like national pays for travel, chapter may need to comp hotel room.

[Amanda joined the call]

8. Planners Day

- A. Mark related that Jane reported CNY has offered to help with funding and coordination for Planners Day. Jim said they're looking to push the date past winter weather so is not set yet. Likely venue is SUNY ESF again. Mark said he'd touch base with Jane soon on event organization and would also encourage CNY to close the gap on the historical losses from this event. Mark described the board action sought regarding 2018 Planners Day loss. Previous losses carried by the chapter instead of the section. He has coordinated with Jane who is comfortable with it. The 2018 loss was \$2573. Mark proposes to transfer that amount from the section to the chapter to offset. Brief discussion but agreed to delay vote until Jane could join. The board briefly touched on a topic discussed previously: the general issue of a section accumulating reserves instead of conducting activities of benefit to members and spending down the reserves, at a time when other sections and the overall chapter may be conducting activities in need of funding. That issue has sparked recent work planning, bylaws drafting, and section/chapter budget consolidation processes. The next phase is to work with sections to figure out what a section/chapter budget consolidation structure would look like, and find an equitable way for improvement that is responsive to sections' needs in terms of programming for members; moving away from the automatic dues rebate process.
- B. Discussion about raising the price of Planner's Day, to aid in making the event revenue neutral. 2018 revenues of \$835 versus expenses over \$2500. Not sustainable, though part of philosophy behind the event and low registration fee (\$10 in 2018) was to try to spend down the substantial CNY reserves by hosting an event of benefit to members even beyond the CNY area. Registration fee of \$10 might be raised to \$35 or \$40 for a daylong event with five or six CM credits, including lunch. It was agreed that Planners Day is a successful event which should continue, but the Board needs to work with the section to offset the losses from 2018 and come up with a better pricing structure for 2019 and beyond.

9. **Host CNY Finances w/Chapter Account** (*agenda item #12*). Mark reviewed the request by Jane Rice of CNY Section to transfer section funds held currently in various bank accounts to the Chapter's bank accounts; to be accounted for separately but managed by the Chapter. *[Eve joined call.]* **Motion to accept the CNY Section fund balance into the Chapter accounts (Castiglione, Maguire) was approved unanimously.** Eve related that the funds are currently in a savings account and she intends to have them remain in that account.

10. **Financial Report and 2019 Budget** (*agenda item#9*).

- A. Eve characterized chapter finances as being in penury.
- B. As discussed in October, policy has been to spend down fund balance, however now temporarily can't pay obligations. Need to build up fund balance. Presently have a total of about \$4100 in combined checking and savings and about \$3500 in outstanding bills. Need to pay two rounds of dues rebates and last year's CMC of \$1254 (APA national now agrees with Eve that we owe them for CMC). Two receivables, including the healthy revenue from 2018 conference. Need to introduce a more conservative spending pattern.
- C. Proposed 2019 budget essentially represents status quo. It does project a loss again, but less than previous years. Past practice has been to budget a larger loss than is actually experienced. Eve pared everything back in this year's proposed budget; can make amendments as we go.
- D. Question about fund balance details: Currently \$1957 in checking; \$2149 in savings. A few recent checks written. There are two certificates of deposit, one for \$5k and change, another for \$10k and change; have had them for four or five years. Eve hesitant to cash them in. Question about whether there is a fund balance policy: no policy. Presently, including CD's, chapter actually has a balance of about fifty percent of projected expenses. It was noted that the percentage is even higher when looking at the entire Chapter, including the Sections.
- E. Discussed Highland expenses briefly. Amount for 2018 was higher because of a double payment due to a bounced check. Eve still closing out accounts for 2018 and she will adjust in the final 2018 report so it will show the actual amount received by Highland in the year. Jim noted that their contract also does not follow the calendar year which effects how it shows up in the accounting. It was stressed that these comments and inquiries are in regards to the chapter budget versus commentary on Highland performance.
- F. Final 2018 conference revenue not exact yet. \$5k is the goal for 2019 conference revenue.

11. **2019 Budget** (*agenda item #10*).

- A. Budget and accounting done on a cash basis.
- B. Discussion on proposed budget and some ideas about how a balanced budget might be achieved. Planners Day. Scholarships; can't change scholarships because while the funds are managed within the Chapter bank accounts, the funds are restricted because the scholarships are controlled by the Sections.
- C. There is a standing Chapter Finance Committee (President, Vice President, Treasurer, and Officer Emeritus at minimum). Little time this year for the committee to have reviewed the proposed budget. Committee expected to work on what has been discussed.
- D. **Motion to accept the 2019 Chapter Budget as presented (Castiglione, Maguire) was approved unanimously.**
- E. Thanks to Eve.

- F. Planners Day. Mark reviewed proposed loss offset for the conference of \$2573 and that Jane emailed she's okay with transferring \$9761.47 in CNY to the Chapter. Mark will work with Jane to present a proposal to the board for action at the next meeting.

12. Rebate Overpayments and new fixed rebates for member categories (*agenda item #11*)

- A. ~~The Chapter needs to review its section rebate amounts because APA National has changed its rates for certain member categories. membership dues to a percentage-based system. Chapters also required to change, but there are also other special member categories with specific rates which have also changed.~~ Chapter previously rebated Sections \$2 for students, but student dues are now free. Sections have been over-rebated. Eve developing a new rebate structure. New planners, have had a rebate of \$10 (they pay APA 75\$ and \$20 for local chapter); Faculty rebate currently \$8 which is a large proportion of their APA dues (chapter dues are \$25); Rebates are \$2 for life members; \$3 for retired (each pay \$10 in chapter dues); \$2 rebate for Planning Board members (chapter dues \$5). Eve will put together a specific proposal on special membership rates for action the next meeting.
- B. Eve sought approval to claw back three fiscal quarters of overpayments of student rebates. The clawback would total \$400, to be apportioned to the sections based on their student numbers; would be a reduction from the next quarterly rebate payment to the sections. Suggestion of potentially just using a percentage for all of the member categories. Note made that there have also been previous discussions about moving away from the rebate process altogether. A motion to make adjustments in the next rebate payments to do the clawback as discussed (Levy, Maguire) was approved unanimously.

13. Chapter Work Plan, Performance Criteria and 5-year Development Plan. Mark recognized Katie Evans for starting the process and Jim Levy's work on continuing development of the plans and criteria, as well as the Section Directors for their work in developing section-level plans. This is a significant milestone for the Chapter and Sections, and a foundation for equitable distribution of funds across the Chapter for activities benefitting the membership. Jim reviewed that the documents are due to APA national by January 31. The three documents were initially reviewed by the board at the October meeting in Ithaca. Similar formats for both chapter and section plans; information from Southern Tier still needed. Jim appreciates the section work. Have always done this planning verbally but this now documents. Chapter budget will also be submitted to APA national, plus an addendum for plans submitted by a some board officers. The five year development plan is a high level document. Jim believes the Performance Criteria document is an honest assessment of our work. While improvement is needed in some areas, the document states the Chapter meets all of the required standards and all but one of the elective standards. All three documents ready for submission to APA national in the next few days. Jim thanked for his work. A motion to approve all three documents (Holberg, Parker) was approved unanimously.

14. Appointment of Committees

- A. Bylaws state that the Board may establish committees. President is ex-officio member on all committees.
- B. Bylaws Committee: Ellen and Kerry volunteered. Bylaws say that Officer Emeritus (Mike) also advises. One needed revision is to align Chapter and National timelines, such as to terms of office. Section bylaws are to be consistent with Chapter bylaws. Chapter bylaws presently are silent on rebate process and financial relationship between Chapter and Sections. Motion to

approve formation of a Bylaws Committee consisting of Mark Castiglione, Mike Long, Ellen Parker and Kerry O'Connor (Castiglione, Bovenzi) was approved unanimously.

- C. Legislative Committee: Have had such a committee over the years; Mark would like to formally re-establish a Legislative Committee at the start of the new year to work on legislative matters and advocacy. Darren sent regrets for not being able to participate on call; he has volunteered. First task is to work with Metro Chapter on advocacy letter to the Governor, introducing the chapters, highlight what we do, and opine on some issues of importance to planners in the state. The committee would be tasked with prioritization of issues and drafting a letter for review by the board. Chapter doesn't have formal legislative platform so letter would just highlight a few issues like infrastructure funding, especially water, and some other issues mentioned in the Governor's State of the State message. 5G cell towers might be an issue to focus on. Mark asked the Board to be thinking of advocacy issues. Sean also volunteered. **Motion to appoint a Legislative Committee consisting of Mark Castiglione, Darren Kempner, and Sean Maguire (Castiglione, Long) was approved unanimously.**

15. PDO Update. Thanks to Rich.

- A. Ready to go for 2019. Slight wrinkle with National on CM registration has been resolved. Provider status updated. Website issues; Rich has recommended improvements to National.
- B. About 300 credits offered in 2018.
- C. AICP exam results in November. Thirteen members passed; 83% pass rate, substantially better than national average. Acknowledgment sent to members congratulating on the achievement. Performance aided by the large study group which formed. Study groups encouraged; let Rich know so he can help out with info, etc.
- D. Chapter policy for outside groups looking to get Chapter CM accreditation for event sessions is that the Chapter be given event sponsorship credit on promotional materials and programs.

16. Legislative Advocacy Update. Mark (for Darren) mentioned legislative advocacy letter and working as discussed. Template letter from APA National for editing by the two NY chapters.

17. Communications, Outreach, Partnerships.

- A. Amanda Bearcroft welcomed to the Board. Amanda reported she will be in contact with Chapter staff at Highland Planning. Interested in getting suggestions regarding the newsletter suggestions and social media platforms. Interested in giving social media a boost. Also interested in how it would be possible to promote smaller or local municipal info and postings, though that's difficult given the large region.
- B. Pat Tatich, NY Planning Federation board member as Planning Official, mentioned NYPF just had its first meeting of the year. They had some discussions about coordination & collaboration with the Chapter. Pat suggested Amanda reach out to Christine Bard at NYPF. Mark mentioned NYPF Executive Director Judy Bressler also recently reached out to him and Jim Levy about getting CM for their conference in return for sponsorship credit, a booth at their conference and also two free registrations. **Contact Mark if you're interested in attending the NYPF conference to represent the Chapter.**
- C. Jonathan Bleuer mentioned they do lots of social media in Western NY. Possibly the Chapter could share news across the chapter which is generated within each section so that individual sections could learn more about what is happening across upstate.
- D. Mark will reach out to Amanda soon to discuss these things and also the newsletter schedule.

- E. Mark contacted by the new President of the NY Floodplain Managers Association. Interested in partnering with the Chapter to present more workshops around the state. Chapter could provide CM credits for their sessions.

18. Chapter Administrator. Jim: New contract with Highland Planning for assistance with chapter administration. Last year the e-blast format was revamped. Highland looking for thoughts & ideas for future work within budget constraints. Is there anything else the board would propose for work / focus by Highland? Let Mark or Jim know.

19. Other Business.

- A. Vicky Simon wondering about how to pique more interest and engagement between Upstate planners and Ontario planners. She met informally Jan. 9 with Mary Ann Rangam, Executive Director of Ontario Professional Planners Institute (OPPI) and Ryan Des Roches, their Education Manager. OPPI members pay expensive dues, but they benefit from having full time staff with executive director and other paid positions. They talked about ways to collaborate on an educational event, probably online. Something maybe like a lunch and learn. OPPI can facilitate live streaming, but it comes at a cost. Little money in OPPI budget for new projects. So, if there's interest upstate, maybe there could be a Twitter type chat between members on a certain topic based on an assigned reading or readings. The OPPI 2019 annual conference unfortunately coincides with Upstate annual conference in early October, but there is another conference coming up in Toronto at which Upstate planners might be interested in speaking on conference themes (climate change, uneven growth and technology). Mark suggested a potential international session at the respective annual conferences. Joe can follow up on conference collaboration; Amanda on twitter chat or other technology supported conversation. Vicky stressed to use her bickles59 email address. George McGibben may be of assistance regarding previous cross-border planner interactions.
- B. Mark & Matt regarding a meeting with students, possibly November 8. Also, there's interest in bringing back the conference student poster session. Previous board / student meetings: Ithaca 2018, UB 2017.
- C. Meeting Review: schedule detailed as to which are in-person meetings, which are teleconferences, including a meeting with students at SUNY Albany at November meeting. Mark will email calendar invitations to the board. No date yet for Planners Day. Mark working with Jane on 2018 & 2019 Planners Day matters and save the date. Eve working on rebate proposal. Mark and Amanda will discuss newsletter. [Plus other work above not recounted here...]

20. The meeting adjourned at 1:55 PM.

Respectfully submitted,
John Czamanske