



**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 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*



APA New York Upstate Chapter
Board Meeting Agenda
Friday, January 18, 2018 Teleconference
1:00pm -3:00 pm
Teleconference Call #: 866-499-7054, Access Code: 6715833250

Board action is anticipated for items with an asterisk ()*

Agenda Items:

1. Roll Call John
2. Additions/Changes to the Agenda
3. Approval of Meeting Minutes* John
 - 10.3.18 Meeting Notes (*emailed to Board Members*)
4. 2019 Meeting Schedule* Mark
5. Election of Mike Long - Officer Emeritus* Mark
6. Five-minute Section Directors Update(s) All
7. Chapter Conference Tom/Joe
 - 2018 Conference Summary
 - 2019 Conference Planning/Status
8. Planners Day* Jane/Mark
 - Allocate CNY funds to offset 2018 loss
9. Financial Report* Eve
10. 2019 Budget*
11. Rebates Overpayments and new fixed rebates for member categories*
 - Rebate overpayments to be adjusted in next rebate
 - New fixed rebates for special member categories function of lower national dues
12. Host CNY Finances w/Chapter Account*
13. Approval of Chapter Work Plan, Performance Criteria
and 5-year Development Plan* Jim & Mark
14. Appointment of Committees*

- Bylaws Committee
- Legislative Committee

15. PDO Update

Rich

16. Legislative Advocacy Update

Mark (for Darren)

17. Communications, Outreach, Partnerships

Amanda/Mark

- Next Newsletter
- NYPF Conference
- Floodplain Managers Association

18. Chapter Administrator

Jim

19. Other Business

20. Motion to Adjourn

2019 Chapter Board

President: Mark Castiglione, AICP

Vice President: Sean Maguire, AICP

Secretary: John Czamanske, AICP

Treasurer: Eve Holberg, AICP

Director of Legislative Affairs: Darren Kempner, AICP

Membership Officer: Ellen Parker, AICP

Education Officer: Matt Ingalls, AICP

Public Relations Officer: Amanda Bearcroft

Member at Large: James Levy, AICP

Professional Development Officer: Richard Guarino, AICP

Planning Official Development Officer: Pat Tatich, AICP

Liaison to the NYS County Planning Directors: Nicolette Wagoner, AICP

Liaison to the Ontario Professional Planners Institute: Vicky Simon, MCIP, RRP

Section Directors:

Capital District Planners Association: Kerry O'Connor

Central New York: Jane Rice

Genesee/Finger Lakes Section: Joseph Bovenzi

Southern Tier Section: Thomas Knipe

Western New York Section: Jonathan Bleuer



**APA New York Upstate Chapter Executive Board
Meeting Notes
October 3, 2018
Seneca Room - Hotel Ithaca, 222 Cayuga Street, Ithaca NY**

1. Roll Call
 - a. Attendees: Board Members – Amanda Bearcroft, Joe Bovenzi, Mark Castiglione, John Czamanske, Rich Guarino, Eve Holberg, Matt Ingalls, Tom Knipe, Jim Levy, Sean Maguire, Christina McInerney, Kerry O’Connor, Felipe Oltramari, Ellen Parker, Andy Raus, Patricia Tatich, Nicolette Wagoner
 - b. Excused: Jonathan Bleuer, Darren Kempner, Jane Rice, Vicky Simon
2. Approval of Meeting Minutes
 - a. August 2018 meeting notes approved (Castiglione, Holberg)
3. Additions/Changes to the Agenda
 - a. For discussion in December: potential new subcommittees. These groups would need to include non-Board members as well.
 - i. By-laws (Mark)
 - ii. Legislative issues (Darren)
 - iii. NYPF / Ag presentation (Kerry)
4. Board Election Update
 - a. 2019 Board
 - i. President: Mark Castiglione, AICP
 - ii. Vice President: Sean Maguire, AICP
 - iii. Secretary: John Czamanske, AICP
 - iv. Treasurer: Eve Holberg, AICP
 - v. Director of Legislative Affairs: Darren Kempner, AICP
 - vi. Membership Officer: Ellen Parker, AICP
 - vii. Education Officer: Matt Ingalls, AICP
 - viii. Public Relations Officer: Amanda Bearcroft
 - ix. Member at Large: James Levy, AICP
 - x. Professional Development Officer: Richard Guarino, AICP
 - xi. Planning Official Development Officer: Pat Tatich, AICP
 - xii. Liaison to the NYS County Planning Directors: Nicolette Wagoner, AICP
 - xiii. Liaison to the Ontario Professional Planners Institute: Vicky Simon, MCIP, RRP
 - b. Participation rate was 13.84%, slightly lower than national trend. Between 2016-2018, almost 10,000 new eligible voters in all of APA, in part due to free student memberships.
5. Projects in the Works
 - a. Chapter Work Plan
 - i. Goal to complete a draft for discussion in December.
 - ii. As a chapter, we have improved in terms of communication about CM credit opportunities and will continue to do so through weekly e-blasts.

Approved Jan 18,

- iii. Goal to submit two applications for Great Places in each section every year. Also, increase the number of upstate FAICP and College of Fellows applications.
 - iv. Work Plan subcommittee to meet 11/14 in Albany area. Jim asked all Board members to write a statement regarding goals for his/her position by end of October.
- b. PDO Update
- i. CM credits: 2018 up 11% from last year with 224 CM opportunities (January to October). We also offer another 50 credits through webinars from Chicago chapter for a total 274 for the year.
 - ii. 29 AICPs are working toward achieving their credits by the end of 2018.
 - iii. Within Upstate Chapter, 50% (3 of 6) passed AICP exam, including all three candidates in the Chapter's mentorship program. The program allows students to take test before they have work experience—when they have work experience, gain full AICP status.
 - iv. AICP reduced exam fee – chapter has one scholarship to allocate per year. Candidate must state financial hardship. Jim will publicize at annual meeting.
 - v. Highland will send two sets of email blasts, one to AICP and another to non-AICP members.
- c. Budget Update
- i. Chapter has been losing money, based on our recent policy to spend down fund balance. We are now at the point where reconsideration of that policy is appropriate, as fund balance is at approximately \$4k (this does not include any – conference income).
 - ii. Eve shared with the Board the balances of section checking and savings accounts, all of which are healthy. Work plan will include section budgets.
 - iii. Board may need to consider other revenue sources in order to fund current expenses. Several issues such as the 2018 insurance payment, lack of chapter conference and Planners Days have been recent liabilities; however, Board agrees that events provide members value. Discussion about consolidating bank accounts from which the sections could draw down.
 - iv. Need to discuss with Jane Rice the option of CNY section utilizing some savings for Planners day (would benefit chapter while drawing down section budget).
- d. Updates from National (via email)
- i. Sean Maguire updated the Board on discussions from CPC Meeting in Washington DC. APA realigned the Great Places announcements with Legislative Policy Day on the Hill, result of raising the profile of the organization. From a national perspective, most chapters had representation. Membership committee discussed improving onboarding for new board members. Policy – discussion about APA Foundation. Presentation to Senator Gillibrand and Schumer office about Planning Home initiative, maintaining federal funding for HUD and other programs.
 - ii. APA is working to preserve the history of the organization and is looking for any materials that reflect timelines of various chapters or APA as a whole. Section directors will send anything that may be relevant to Jim.
 - iii. Chapter work plan will be a model for other chapters as it demonstrates well how chapters and national should relate.

Approved Jan 18,

- e. Newsletter
 - i. Call for submissions in mid-October, a reminder email will go out the following week. Next newsletter will be out late November with conference summary, bios for new board members, and any other articles from board members. Send content from sections to Andy, Christina or Highland.
 - f. Mini-grants
 - i. Update at future meeting.
 - g. Chapter Administrator
 - i. Highland has been active in terms of chapter participation. Jen Topa will be in Ithaca to assist with registration.
 - ii. New and reformatted e-blasts to come with chapter information at the top.
 - h. Planners Day 2019
 - i. Date TBD. Syracuse is a good central location for this event. Potential increase in rate along with sponsorships.
 - ii. Discussion about posthumous recognition for Saratoga County Planning Director Larry Gordon at Spring Planners Day.
 - i. Membership ideas
 - i. Pat suggested reaching out to retired planners to invite them to conferences and other events in order to retain members.
 - ii. Chapter could use other avenues such as LinkedIn and other social media to advertise the "Chapter Only" membership option.
6. Section Directors Updates
- a. Southern Tier – see 2018 Chapter Conference Update.
 - b. GFL – planning 2019 conference, working on CM opportunities, GFL Regional Planning conference in Batavia on November 14.
 - c. CD – elections coming up but no major changes to section board. Section will host a speed networking event on community development this fall. Preparing a professional development survey.
7. Association of Collegiate Schools of Planning Conference / Buffalo, October 25-28
- a. Jonathan is organizing dinner with APA National Staff, several Upstate chapter board members will attend.
 - b. Publicity (e-blasts, newsletter)
8. 2018 Chapter Conference Update
- a. Conference starts Weds at 1:30.
 - b. 7 mobile workshops with 2 by Limebike
 - c. Tom encouraged as many of us to attend Friday afternoon session with alumni panel about planning education, and how curriculum at Cornell could evolve to better support the profession.
 - d. Healthy number of sponsorships and ads for the conference helping to offset the cost of the conference.
 - e. Total attendance 198 (including 34 students from Cornell, Albany, Buffalo, Binghamton and Alfred State). Expecting a return of up to \$4k to the Chapter.
9. Other Business
- a. NY Planning Federation

Approved Jan 18,

- i. Pat Tatich provided the group with an overview of NYPF initiatives and the relationship between that organization and Upstate APA. NYPF is currently working with farmers to facilitate conversations with planning boards, translate their perceptions of planning and zoning boards with respect to agriculture. Potentially NYPF and APA could collaborate on a presentation on the role of planners and boards to the agricultural community. Mark Castiglione noted that APA has some good boilerplate materials for presentations on this subject.
 - b. Remaining 2018 Meeting Schedule
 - i. December teleconference on 12/14 from 10 am-Noon.
 - ii. Conference call to come February 2019.
10. Adjournment at 12:05 (Holberg, O'Connor).

NY Upstate Chapter of APA
2018 Budget Preliminary Closeout
Prepared by Eve Holberg, Chapter Treasurer
January 18, 2019

Expenses	2018 Budget	Q1	Q2	Q3	Q4	Total
Accountant	\$1,200			\$975		\$975
APA Section Rebates	\$4,500	\$1,042	\$1,262	\$1,062		\$3,366
Awards Program	\$200				\$277	\$277
Certification Maintenance (CM) fees	\$1,254					\$0
Chapter Only Rebates	\$80					\$0
Contingency	\$200					\$0
Planners Day	\$4,000	\$3,438				\$3,438
Insurance	\$1,500			\$1,508		\$1,508
Krasner Scholarship (Restricted)	\$1,525				\$1,500	\$1,500
Stu Stein Scholarship (Restricted)	\$1,875					\$0
Meeting Expenses/Board Expense	\$250					\$0
President	\$3,500	\$1,639			\$1,731	\$3,370
President's Contingency	\$500				\$500	\$500
Pro. Dev./ Sponsorships	\$750	\$150				\$150
Staff Support	\$10,000	\$2,772	\$2,447	\$3,625	\$3,177	\$12,020
Student Initiatives	\$600					\$0
Online expenses/PO/Office supplies	\$500		\$181			\$181
Miscellaneous	\$0			\$846	\$322	\$1,168
Squarespace fees	\$500	\$236		\$54		\$290
Totals	\$32,934	\$9,277	\$3,890	\$8,070	\$7,507	\$28,743

Revenues	2018 Budget	Q1	Q2	Q3	Q4	Total
APA Rebates	\$12,000	\$2,519	\$3,016	\$2,149	\$2,768	\$10,451
Chapter Memberships	\$600	\$292	\$426	\$363		\$1,081
Planners Day (Spring 2018) (gross)	\$800	\$865				\$865
Chapter Conference	\$5,000					\$0
Interest Income	\$2					\$0
Krasner Scholarship (Restricted)	\$1,500				\$1,500	\$1,500
Stu Stein Scholarship (Restricted)	\$1,875					\$0
Refunds and Other Miscellaneous Income	\$0	\$735		\$96		\$831
Sponsorships (gross)	\$4,500	\$4,528		\$750	\$150	\$5,428
Totals	\$26,277	\$8,939	\$3,442	\$3,358	\$4,418	\$20,157

Profit (Loss) -\$6,657 -\$8,586

+/-

\$225

\$1,134

(\$77)

\$1,254

\$80

\$200

\$562

(\$8)

\$25

\$1,875

\$250

\$130

\$0

\$600

(\$2,020)

\$600

\$319

(\$1,168)

\$210

\$4,191

+/-

(\$1,549)

\$481

\$65

(\$5,000)

(\$2)

\$0

(\$1,875)

\$831

\$928

(\$6,120)

32%

Fraudulent charges on card

Refund of c Credit on fraud

NY Upstate Chapter of APA

Proposed 2019 Budget

Prepared by Eve Holberg, Chapter Treasurer

January 18, 2019

Expenses	2019 Budget	Q1	Q2	Q3	Q4	Total
Accountant	\$1,200					
APA Section Rebates	\$4,000					
Awards Program	\$200					
Certification Maintenance (CM) fees	\$2,508					
Chapter Only Rebates	\$100					
Contingency	\$200					
Planners Day	\$4,000					
Insurance	\$1,550					
Krasner Scholarship (Restricted)	\$1,500					
Stu Stein Scholarship (Restricted)	\$1,875					
Meeting Expenses/Board Expense	\$250					
President	\$3,500					
President's Contingency	\$500					
Pro. Dev./ Sponsorships	\$150					
Staff Support	\$10,000					
Student Initiatives	\$0					
Online expenses/PO/Office supplies	\$250					
Miscellaneous	\$0					
Squarespace fees	\$500					
Totals	\$32,283	\$0	\$0	\$0	\$0	\$0

Revenues	2019 Budget	Q1	Q2	Q3	Q4	Total
APA Rebates	\$10,000					
Chapter Memberships	\$1,000					
Planners Day	\$800					
Chapter Conference 2018	\$4,500					
Chapter Conference 2019	\$5,000					
Interest Income	\$2					
Krasner Scholarship (Restricted)	\$1,500					
Stu Stein Scholarship (Restricted)	\$1,875					
Refunds and Other Miscellaneous Income	\$0					
Sponsorships (gross)	\$5,000					
Totals	\$29,677	\$0	\$0	\$0	\$0	\$0

Profit (Loss)	-\$2,606					\$0
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American Planning Association New York Upstate Chapter & Sections Work Plan -2019-

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American Planning Association New York Upstate Chapter & Sections Work Plan -2019-

Introduction

The Chapters of the American Planning Association serve to extend the mission of APA to individual states and regions. More so than APA itself, Chapters, are often the primary point of direct contact and interaction with the membership. As such, Chapters have a responsibility to provide quality customer service to both members and the communities served. This service is representative of not only each of our chapters, but also of one APA.

Understanding the limitations of a volunteer driven organization, but also recognizing that each chapter must provide a baseline level of service in order to fulfill APA's mission, satisfy the needs of the membership, and ensure the success of the overall organization the Chapter Presidents Council (CPC) voted as a group to identify Chapter Performance Criteria. These Chapter Performance Criteria establish the baseline levels of service and functions that the members of each chapter of APA deserve to expect in return for their dues dollars.

In order to ensure the New York Upstate Chapter (NYU) is fulfilling the performance criteria the Chapter Board has decided to use these valuable guidelines as the basis of our annual work plan. The intention of the work plan is to ensure we are meeting the needs of our members and use it as a tool to budget annual Chapter activities. The work plan has two sections. The first applicable to Chapter business and the second applicable to the Chapter's five Sections including Western New York (WNY), Genesee/Finger Lakes (GFL), Central New York (CNY), Capital District Planners Association (CDPA), and Southern Tier (ST). There is an appendix which includes a template for Sections to use as a tool to generate their own annual work plan. A section's work plan need not mirror the exact format but shall contain the minimum content in the template and correlate to the projected annual section budget. Once submitted to the Chapter Board Secretary it shall be incorporated into this document. The Chapter is committed to assisting sections in meeting these criteria by providing guidance and assistance.

This document is intended to be updated on an annual basis at the November meeting and distributed as a reference with Board meeting material. It may need to be amended during the year by unanimous Board vote as unanticipated opportunities may present themselves.

American Planning Association New York Upstate Chapter & Sections Work Plan -2019-

Mission Statement

The New York Upstate APA's mission is to serve and support the professional, student, and citizen planning communities in New York State and to improve the quality of life through the use of planning. APA members seek to implement good planning in their communities and impart the benefits of planning.

Work Program

Identifies specific quantifiable goals and actions for the coming year(s), based on the Mission Statement and Development Plan. Given the Chapter is in the process of generating and implementing a Development Plan and associated Work Program, we have decided to generate our work plan for 2018 of baseline minimum tasks that must be completed. The work program will include a calendar to provide structure. Future Chapter Work Program shall not exceed a four-year span and contains a listing of goals and objectives—the things the Chapter knows it is capable of accomplishing within the available resources.

Note: for the purpose of this draft, the suggested sections to be included in the Section Work Plan template are highlighted in yellow.

1. Establish a Development Plan for the Chapter and Sections

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
Articulates a long-term (5 year or so) vision for the Chapter's future programs and services—the things that the Chapter wants to be able to do in future years.	Discuss at May Mtg; prepare for adoption at July Mtg	President & Vice President	Time	Fall 2018

2. Update Bylaws

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
Chapter shall review the bylaws no less than once every five years and update as needed. Current bylaws shall be updated to reflect National's election cycle, requirement of Chapter and Section Annual Work Plan, and the budget distribution based on submitted work plans. The process for adopting updated bylaws is within the text of the current bylaws.	A committee will be established in early 2019 to review bylaws. <i>Note: The bylaws have been reviewed for compliance with NY laws and rules governing not for profits.</i>	President, with assistance from others.	Time	Fall 2019

American Planning Association New York Upstate Chapter & Sections Work Plan -2019-

3. Annual Work Plan

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
<p>The Chapter and Sections shall prepare work plans and an associated proposed budget for the following year and submit to the Board for review no later than the final meeting of the previous year. Work plans should be presented by each Section Director at the final meeting. The Board may consider a motion to accept as presented or request additional information by a specific date. The accepted Section budgets shall be incorporated into the Chapter budget to be considered at the first meeting of the following year. The Chapter will submit the completed workplan to APA national as required.</p> <p>Individual tasks are provided in a separate attached section. Associated budgets, were required, are also attached.</p>	Draft in Sept and formalize for submission and circulation for consideration at the Nov meeting.	All Officers for their respective positions	Time	Annually

4. Budget

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officers</i>	<i>Resources Needed</i>	<i>Completion Date</i>
<p>Sections shall prepare their budgets for the following year in August and present them to the Chapter Board in September. Chapter shall review the proposed Section budgets at the Nov meeting and use to draft the Chapter budget for consideration at the Jan meeting. The budgets shall be designed to implement the Chapter and Section work plans.</p> <p>Budgets are included in a separate attached section.</p>	Review Section budgets at the Nov meeting and draft Chapter budget based off the discussion. Chapter budget shall be circulated prior to Jan meeting for review and adoption.	Finance Committee: President, Vice President, Treasurer, Officer Emeritus	Proposed Section Budgets by Sept. Board Mtg. Treasurer prepares draft Chapter budget based upon meeting discussion for adoption at 1 st mtg. in 2019.	See addendum.

American Planning Association New York Upstate Chapter & Sections Work Plan -2019-

5. Financial Reporting

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
Sections shall regularly share financial reports with the Chapter Treasurer. The Chapter shall prepare a financial report for the previous fiscal year within 3 months of the fiscal year close. The report shall include the identification of all sources of income as well as expenditures.	Prepare after Jan meeting	Treasurer	Time	February 2019

6. Tax Return

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
Chapter shall have IRS Form 990 prepared and filed as required each year.	Must be submitted by May 15 each year	Treasurer	Time and accounting firm	Prior to the filing deadline

7. Use of "One APA" Logotype

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
Chapter and Sections websites, publications, contracts, and communications shall be identified with the full name of the chapter as "a Chapter of the American Planning Association," and with the uniform logotype of the Association.	Review annually at Jan. meeting to ensure all Board members understand this requirement.	Professional Development, Public Relations	Time	January 2019
Add Logotype to the password protected area of the website so Chapter and Section leadership may access it. Include branding requirements provided by National.		Professional Development		

American Planning Association New York Upstate Chapter & Sections Work Plan -2019-

8. Consolidated Elections

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
Chapter officers shall be elected on a regular basis and Chapters shall participate in the APA consolidated and coordinated election cycle; a current list of all elected Chapter officers shall be maintained with APA staff.	Every other year per the APA timeline. Note: This will be addressed under the bylaws update task in 2019.	Secretary, VP, President	Time & Coordination with National Staff	Fall 2018

9. Annual Report

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
The Chapter shall prepare an annual report to chapter members that summarized the Chapter's activities in relation to the adopted work plan. This gives the Chapter Executive Committee an opportunity to assess the successes and difficulties experienced during the year and to plan accordingly for next year and also provided the membership with a yardstick by which to measure their Chapter.	Each responsible officer shall prepare a report of their activities to be included in the last newsletter of the year or by separate document/communication, as agreed-to by the Board each year.	Secretary & all Board Members	Time to compile information and	January 2019

American Planning Association New York Upstate Chapter & Sections Work Plan -2019-

10. Communications

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
The Chapter should communicate on a regular basis with its members using email and social media. In addition, the Chapter shall develop and distribute at least three newsletters annually.		Public Relations	Schedule published to be included within the draft work plan for review at the Nov meeting	

11. Professional Development

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
Providing educational opportunities for the membership is a key component to the performance of Chapters, thus, chapters should provide access to 16 hours' worth of educational opportunities to its members each year. These can include but are not limited to events, workshops, conference sessions, brown bag lunch & learns, webinars, co-sponsoring educational opportunities relevant to the planning profession by allied organizations or any other format which delivers professional development opportunities to the membership as well as providing planning-related education to the broader community.	Ongoing	Professional Development	All events should be announced to the membership via Monday morning eblasts.	

American Planning Association New York Upstate Chapter & Sections Work Plan -2019-

12. Legislative and Policy Program

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
<p>Chapter should provide opportunities for members to be informed of and participate in state and local legislative and policy issues of concern to the planning procession. This could be accomplished by the following:</p> <ol style="list-style-type: none"> 1. Legislative Update at Spring Planners Day 2. Legislative Update during the annual business meeting 3. Legislative Policy session during the Chapter Conference 4. Legislative article in the newsletter 5. Communicate important National distributed e-blasts to the membership via Chapter Admin 	<p>Will provide in 2019.</p> <p>Will provide in 2019.</p> <p>Will work with Conf. Cmte.</p> <p>Will provide again in 2019.</p> <p>Will continue to provide in 2019.</p>	Legislative Director	Time dedicated at each event to provide a legislative update. Coordination with Highland Planning staff to send out information through the e-blast.	Throughout the year, as appropriate.
Chapter should ensure participation in the APA Policy and Advocacy Conference and National Delegate Assembly	Will plan to attend again in 2019.	Legislative Director		
Develop a legislative committee to review, comment on, and support the establishment of a Legislative Program		Legislative Director		

13. APA Leadership Meeting Participation

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
Chapters must send its chapter president or proxy to the two leadership meetings held in each given calendar year.	Spring and Fall	President	\$5,000	Annually

American Planning Association New York Upstate Chapter & Sections Work Plan -2019-

14. Chapter Annual Membership Meeting

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
Chapter should hold a business meeting annually in person or via electronic communications.	Fall Chapter Conference	President	Time at the Conference	Fall 2018
Review conference financial structure by discussing the benefits and drawbacks to using chapter funds exclusively to finance the annual chapter conference. Should a new procedure be desired, the board will consider any ramifications for the bylaws.		Treasurer (Lead) Conference Chair, and Section Directors	Time	

15. Awards Program

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
Chapters should have an awards program to recognize professional planning projects undertaken and completed within the Chapter. Whenever possible, Chapters should use awards as a way to communicate to the community at large about the value of planning.	Spring through Fall Conference	Vice President	Time & \$300 for awards. May want to discuss nicer awards and associated larger budget	Fall Conference

16. National Community Planning Month

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
Chapters should use the opportunity and resources provided by National Community Planning Month to engage communities and citizens in a dialog about the value of planning to civic discourse and developing a share vision for the future of communities. Obtaining state and local proclamations, providing specific programs and writing articles highlighting planning's values to citizens for news media outlets are all examples of successful efforts.	Start planning during July board meeting.	Public Relations	Resources on APA National Website	October Annually

**American Planning Association
 New York Upstate Chapter & Sections Work Plan
 -2019-**

17. Great Places in America

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
The Chapter shall implement a Chapter Great Places category within the Chapter Awards program which will facilitate candidates for submission to APA Nation's Great Places program.	Same as Chapter Awards Program Timeline	Public Relations	Time	Annually – typically Fall of each year



2019 Workplan Addendum

Additional Detailed Board Member Task Items:

President – *Included in workplan items*

Vice President – *Included in workplan items*

Treasurer –

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
Present the previous year balance sheet Present and pass the budget Send chapter and section bank statements through December 31 st to National APA Submit information to the accountant to prepare the 1099 forms for contractors that earned more than \$500 during the previous year Section rebates for calendar Q4	January	Treasurer	Time	As noted in the timeline to the left
Request section year-end financial summaries Execute contracts and insurance certifications for Spring Planners Day	March			
Send chapter and section bank statements through March 31 st to National APA Compile chapter and section year-end summaries for accountant to prepare IRS Form 990 Section rebates for calendar Q1	April			
Submit Form 990 by May 15 Renew GL and D&O insurance policies	May			
Send chapter and section bank statements through June 30 th to National APA Section rebates for calendar Q2	July			
Chapter Conference: Brief financial update to the general membership.	September			
Assist conference in close-out if needed and resolve any issues regarding advances, proceeds				



Send chapter and section bank statements through September 30 th to National APA Section rebates for calendar Q3	October			
Gather input from board on coming year's budget	November			
Compile proposed budget	December			

Secretary –

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
Maintain attendance records and keep minutes of all Chapter Board meetings, maintain copies of all official correspondence, and maintain accurate contact information of all Chapter Board members. The Secretary shall also assist the Board President in developing agendas, email materials such as agendas and previous Board meeting notes to each Board meeting, and assist in posting Board approved information to the Chapter website.	As-needed	Secretary		

Professional Development Officer –

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
<ul style="list-style-type: none"> • Submitting requests for Certification Maintenance (CM) credits • Maintain listing of attendance sheets for CM events • Provide CM hosts with required graphics and text for marketing the event • Assisting members with AICP exam preparation • Distribute the Chapter Presidents Council AICP Study Guide (when available) to interested members • Updating the AICP section of the Chapter website • Assisting members set up study groups for the AICP exam 		Professional Development Officer	<ul style="list-style-type: none"> • The Chapter must renew its CM Provider status annually. This fee is \$1,254 for one year paid by the Chapter Treasurer • PDO announcements take place via email blast, blog and website postings. The chapter maintains all of these and there is an annual cost for each. 	



<ul style="list-style-type: none"> • Assisting members with AICP exam registration • Assisting members with the AICP Candidate Program • Soliciting member applications for the AICP Reduced Fee Scholarship program • Making members aware of CM and training opportunities via the Chapter blog and website calendar • Attending Chapter Board meetings 			<ul style="list-style-type: none"> • In the past, the Chapter Presidents Council AICP Study Guide had to be purchased directly from national APA. The cost was \$100 for 10 CDs which the chapter fronted and then made back when they were sold to members for \$15 each (includes \$5 for padded envelope and postage). This study guide had gone out of production when the exam format was changed 2 years ago. As soon as the guide is redone, we will again order it and offer it to members. 	
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Director of Legislative Affairs – Covered under Item #12 in the workplan

Membership Officer – Included in workplan items

Education Officer - Included in workplan items

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
<p>The Education Officer will continue to work with Sections to build and maintain a relationship with the college level planning schools. It will help coordinate the student reception and poster exhibit at the 2019 Annual Conference in Rochester. It will also assist the Western New York Section with the Michael J. Krasner Scholarship program at the University at Buffalo.</p>		Education		September/October



American Planning Association
New York Upstate Chapter

Making Great Communities Happen

Public Relations Officer - *Included in workplan items*

Membership Officer - *Included in workplan items*

Officer Emeritus – *Included in workplan items*

Planning Official Development Officer – *Included in workplan items*

Liaison to the NYS County Planning Directors - *Included in workplan items*

Liaison to the Ontario Professional Planners Institute – *Included in workplan items*



American Planning Association
New York Upstate Chapter

Making Great Communities Happen

Section Workplans & Budgets:

See below.



Capital District Planners Association Five Year Plan 2019-2023

Capital District Planners Association (CDPA) is excited for the next five years and ready to make some changes to expand membership and increase participation.

The General Goals of CDPA are:

- Increase membership each year.
- Hold five CM credit bearing events a year
- Hold an annual membership meeting
- Hold elections annually at the membership meeting
- Hold an annual post-holiday party
- Hold four social events for professional networking
- Increase member participation at events.
- Increase student participation to increase transition to membership long term

The Long Term Goals of CDPA are:

- Becoming financially solvent, all events to make money and/or break event
- Having a succession plan for board members
- Assist the University at Albany with Student and Alumni organizations for future membership numbers and to assist in maintaining PBA accreditation for professionals

The coming 2019 year is one in which CDPA will be working hard. The upstate conference will be held in the Capital Region in 2020 so the planning stages will be initiated in 2019.

The goals of the coming 2019 year for CDPA are:

- Hold five CM credit bearing events
- Hold an annual membership meeting
- Hold an annual post-holiday party
- Hold four social events for professional networking
- Increase member participation at events
- Increase student participation to increase transition to membership long term
- Form committee and start planning the 2020 Update Conference
- Update bylaws to reflect board member responsibilities

2019 Preliminary Budget		
Revenue	Events	\$2,000.00
	Chapter Rebates	\$1,000.00
	Dividends & Interest	\$12.00
	Other	\$100.00
Total Revenues		\$3,112.00
Expenditures	Events	-\$2,500.00
	Special Funds and Awards	-\$500.00
	Support for Students/Conferences	-\$500.00
	Website	-\$300.00
	Other	-\$200.00
Total Expenditures		-\$4,000.00
Operating Budget		\$-888.00



Central New York Section 2019 Work Plan

The Central New York Section (CNY Section) is one of five sections that make up The New York Upstate Chapter of the American Planning Association. The CNY Section stretches from the St. Lawrence River in Northern New York south to the City of Syracuse and from the Village of Skaneateles east to the Village of Herkimer. In the CNY Section there are 9 counties, 8 cities and hundreds of towns and villages. We currently have 56 members which includes professional practitioners and students.

Below is a list of CNY Section’s specific quantifiable goals and actions for 2019, which is aligned with the New York Upstate Chapter’s Mission Statement. These goals represent the minimum tasks that the CNY Section board believes should be completed in 2019. Following this list of goals is a projected calendar for 2019 indicating our anticipated quarterly tasks. This work plan may need to be amended during the year by unanimous Board vote as unanticipated opportunities may present themselves.

1. Update CNY Section bylaws

Implementation Item	Timeline	Responsible Officer	Resources Needed	Completion Date
Review and revise CNY Section Bylaws with specific focus on digital voting	Q1 & Q2 2019	Board of Directors	Current bylaws and sample bylaws	Q2 2019

2. Spring Planners’ Day

Implementation Item	Timeline	Responsible Officer	Resources Needed	Completion Date
Prepare for and help facilitate Spring Planners’ Day	December 2018 through March 2019	Full Board	Coordinate with NYU Chapter Board	March 2019

3. Budget

Implementation Item	Timeline	Responsible Officer	Resources Needed	Completion Date
Prepare 2019 & 2020 budgets	Q1 2019	Full Board	Prior budgets for CNY Section	November 2019



4. Financial Reporting

Implementation Item	Timeline	Responsible Officer	Resources Needed	Completion Date
Review financials at each board meeting	Throughout 2019	Treasurer	2019 Budget	November 2019

5. Establish a three-year Development Plan for CNY Section

Implementation Item	Timeline	Responsible Officer	Resources Needed	Completion Date
Develop a 3-year Development Plan for CNY Section	2019	Board of Directors	Example development plans from other sections	September 2019

6. 2nd Annual Holiday Event

Implementation Item	Timeline	Responsible Officer	Resources Needed	Completion Date
Coordinate 2 nd annual event	Prepare in September 2019	Board of Directors	Suggestions from membership	December 2019

7. Annual Work Plan

Implementation Item	Timeline	Responsible Officer	Resources Needed	Completion Date
Prepare 2020 annual work plan	Prepare in September 2019	Board of Directors	Suggestions from membership	January 2020

8. Annual Report

Implementation Item	Timeline	Responsible Officer	Resources Needed	Completion Date
Develop annual report	Throughout 2019	President	2019 activities, membership, and Budget	November 2019



2019 Central New York Calendar of Events

Q1: January/February/March

- Q1 Board meeting
- Review 2019 budget
- Review bylaws
- Prepare for and help facilitate Spring Planners' Day
- Prepare development plan
- Review and update webpage on NYU Chapter website

Q2: April/May/June

- Q2 Board meeting
- Review and update bylaws
- Prepare development plan

Q3: July/August/September

- Q3 Board meeting
- Approve development plan
- Prepare 2020 Work Plan and Budget

Q4: October/November/December

- Q4 Board meeting
- Approve 2020 Work Plan and Budget; submit same to NYU Chapter
- 2nd Annual Holiday event



Genesee/Finger Lakes

Mission Statement

The mission of the Genesee-Finger Lakes Section of the New York Upstate APA is to serve and support the professional, student, and citizen planning communities in the Genesee-Finger Lakes Region and to improve the quality of life through the application of the highest principles of planning. GFL APA members seek to implement good planning in their communities and impart the benefits of planning to the members of those communities.

Section Work Program

This Work Plan identifies specific quantifiable goals and actions for the coming year(s), based on the Mission Statement and NY Upstate Chapter Development Plan. This Work Plan includes a calendar to provide guidance and structure. Future Section Work Plans will be updated on an annual basis.

Activities:

1. Coordinate with the NY Upstate Chapter Work Plan

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
The Chapter's Work Plan will be used as the basis for the Section's Work Plan, and the Section Work Plan will implement activities in the Chapter Work Plan.	Coordinate with Chapter	Section Director	None	

2. Update Section Bylaws

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
Following completion of the Chapter bylaw updates, the Section will establish a committee to review and update the Section bylaws.	Coordinate with Chapter	Section Director; Section Bylaws Committee	Sample bylaws from other APA Chapters	

3. Annual Section Work Plan

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
The Section will prepare an annual work plan and associated proposed budget (See No. 4, below) each year and submit it to the Board for review. As noted above under No. 1, the Section Work Plan will be aligned with the Chapter Work Plan and will seek to implement chapter-wide policies and programs.	Annual	Section Director	None	



4. Budget

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
The Section shall review and approve a proposed budget at its Annual Meeting. The budget shall be designed to implement the Chapter and Section work plans.	Annual	Treasurer	None	

5. Financial Reporting

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
The Section will provide quarterly financial reports to the Chapter.	Quarterly	Section Treasurer	None	April 7, 2019; July 7, 2019; October 7, 2019; and January 7, 2020.

6. Tax Return

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
In coordination with the Chapter Treasurer, the Section Treasurer shall prepare and file appropriate federal and state tax returns within the timeframe established by the tax authority for an on-time return.	Coordinate with Chapter	Section Treasurer	None	

7. Use of “One APA” Logotype

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
The Section will ensure all that official written materials (including digital versions of documents) use the APA logo and graphic design to present a uniform, professional appearance.	Review at the Annual Meeting to ensure all Section Board members understand this requirement.	Secretary; Professional Development Officer	None	Ongoing



8. Annual Elections

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
Section officers shall be elected on an annual basis; the Section Secretary will maintain a list of all Section officers and board members.	Annual	Secretary	None	Annual Meeting (January)

9. Annual Report

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
The Section shall prepare an annual report that summarizes the Section's activities in advancing its work plan. This gives the Section Board an opportunity to assess the successes and difficulties experienced during the year and to plan accordingly for next year. It also provides the Chapter Board with a summary of the Section's activities.	December 2019	Secretary	None	

10. Professional Development

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
Providing educational opportunities (including AICP CM credits) for the membership is a key responsibility of the Section. In coordination with the Chapter, the Section will provide access to educational opportunities to its members each year. These can include but are not limited to events, workshops, conference sessions, brown bag lunch & learns, webinars, co-sponsoring educational opportunities relevant to the planning profession by allied organizations, or any other format which delivers professional development opportunities to the membership as well as providing planning-related education to the broader community.	Quarterly	Section Professional Development Officer	Coordinate with Chapter; estimated \$125.00 per event per quarter (\$500.00 total)	



11. Section Leadership Participation on Chapter Board

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
The Section Director will serve as an ex-officio member on the Chapter Board. The Section Director will attend Chapter Board meetings and pass on pertinent information to the Section Board and membership.	Ongoing	Section Director	None	Ongoing

12. Section Annual Meeting

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
The Section will hold an annual organization meeting in January. Section Board elections will be held at this meeting (see No. 8 above).	Annually; each January	Section Director	Funds for annual meeting (\$300.00)	

13. NY Upstate Chapter Awards Program

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
The Section will provide a representative to serve on the Chapter Awards Committee and work with the Chapter VP on determining awards for presentation at the annual conference.	Coordinate with Chapter VP	Section Director to identify a section representative	None	

14. National Community Planning Month

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
The Section will coordinate with Chapter representatives on community outreach activities for National Community Planning Month.	Summer	Professional Development Officer	Coordinate with Chapter	



15. Great Places in America

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
The Section will submit at least one nomination for one of the three Great Places in America categories. The Section will coordinate with the Chapter to accomplish this; the Chapter is responsible for submitting nominations.	Coordinate with Chapter	Section Director	None	

16. 2019 Upstate Chapter Conference

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
The Section will host the Upstate Chapter statewide conference in October 2019. Planning for the conference has already begun; a committee has been organized and a venue has been obtained. The conference will be held on October 2-4, 2019 at the Hyatt Regency in downtown Rochester. Conference planning activities will be advanced in a separate work plan; however, most of the section's activities in 2019 are anticipated to revolve around conference planning and implementation.	Coordinate with Chapter	Section Director; Conference Planning Committee Members.	Conference budget to be developed by Conference Planning Committee	

17. Section Social Events

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
The Section will host two social events, one in the summer (June timeframe) and one at the end of the year (December timeframe).	Spring and Fall (for event planning)	Section Director; section board member to organize.	Funds for social events (\$125.00 for each event; \$250.00 total)	



18. Event Sponsorship

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
The Section will consider sponsoring an educational, training, and networking events hosted by allied organizations. A sponsorships must be proposed by a section board member and the Section Board is responsible for approving it sponsorship.	Annual	Section Director; any section board member to propose sponsorships.	Sponsorship funds (\$250.00)	

19. Section Membership Survey

<i>Implementation Item</i>	<i>Timeline</i>	<i>Responsible Officer</i>	<i>Resources Needed</i>	<i>Completion Date</i>
The Section will develop and administer a membership survey to determine member needs, interests, and concerns. Survey results will be used to inform next year's section work plan.	Summer 2018	Section Director; survey subcommittee	Survey materials	

Section Annual Calendar

Month:	Activities:
January	<ul style="list-style-type: none"> • Hold Annual Meeting • Conduct Section Board elections • Adopt Section Budget • 2019 Upstate APA Chapter Conference planning activities
February	<ul style="list-style-type: none"> • 2019 Upstate APA Chapter Conference planning activities
March	<ul style="list-style-type: none"> • Potential AICP CM-eligible training event(s) • 2019 Upstate APA Chapter Conference planning activities
April	<ul style="list-style-type: none"> • Potential AICP CM-eligible training event(s) • 2019 Upstate APA Chapter Conference planning activities
May	<ul style="list-style-type: none"> • Potential AICP CM-eligible training event(s) • 2019 Upstate APA Chapter Conference planning activities • Develop Section Membership Survey
June	<ul style="list-style-type: none"> • Potential AICP CM-eligible training event(s) • 2019 Upstate APA Chapter Conference planning activities • Develop Section Membership Survey • Summer Social Event
July	<ul style="list-style-type: none"> • Potential AICP CM-eligible training event(s) • 2019 Upstate APA Chapter Conference planning activities • Distribute Section Membership Survey
August	<ul style="list-style-type: none"> • Potential AICP CM-eligible training event(s)



	<ul style="list-style-type: none">• 2019 Upstate APA Chapter Conference planning activities• Review Section Membership Survey Findings
September	<ul style="list-style-type: none">• Potential AICP CM-eligible training event(s)• 2019 Upstate APA Chapter Conference planning activities• Review Section Membership Survey Findings
October	<ul style="list-style-type: none">• Develop Draft Section Work Plan• Potential AICP CM-eligible training event(s)• 2019 Upstate APA Chapter Conference planning activities• NY Upstate Chapter Conference (October 2-4, 2019)• Promote/Support National Community Planning Month activities
November	<ul style="list-style-type: none">• Develop Draft Section Work Plan• Potential AICP CM-eligible training event(s)
December	<ul style="list-style-type: none">• Develop Draft 2020 Section Budget• Winter Social Event



American Planning Association
New York Upstate Chapter

Making Great Communities Happen

Southern Tier

NOT RECEIVED YET



WNY APA SECTION WORK PLAN (DRAFT)

November 2018

- **Maintain stable leadership structure**
 - **2019 Election** – All elected officer positions are up for election in 2019. WNY APA will seek qualified candidates to run for all open board position. Existing Board members that have termed out or will be transitioning to new roles will provide leadership and guidance to newly elected officers and their appointed committee members.
 - **Transitional Meetings** – In addition to the Section’s regular monthly meetings, individual meetings will be set up between outgoing and incoming board members. Information will be transferred, and guidance will be given for a successful transition.
- **Consolidation of technology and information**
 - **Section Data** – Currently the Section utilizes multiple cloud storage sites and individual personal storage methods. All data will be collected and placed in a single cloud storage site, with access provided to current Section board members and relevant Chapter board members.
 - **Email, Website and Newsletter** – In late 2018, the Section transitioned to G Suite, a paid google product. This was necessitated due to our free email system being compromised. The Section will utilize G Suite to its fullest potential and explore options for website, server and email consolidation.
- **Provide tangible opportunities for membership**
 - **Events** – The Section will continue to organize a variety of events each year. Events are prioritized to provide benefits for the majority of its membership for the least amount of money. An effort will be made to have at least five events.
 - 1 Awards Reception – average attendance of 90
 - 1 Student / Professional Mixer – average attendance of 30
 - 3 Lunch and Learns – average attendance of 25
 - 1 Service Event – average attendance of 15
 - ? Other collaborative events and opportunities – attendance unknown
 - **Sponsorships** – In an attempt to provide a more consistent source of revenue for the Krasner Scholarship and a variety of events, focus will be shifted from basket raffles to a call for sponsorships. A sponsorship packet will be developed which provides opportunities for individuals and firms to have membership interaction and exposure.
- **Collaboration with the University at Buffalo**
 - **Mentorship** – UB Planning’s goal is to offer professional mentorship to all students who desire it. The Section will partner with UB to provide opportunity to match willing professionals to interested students, in structured and managed settings for professional guidance and student project review.
 - **Resource Sharing** – Since the School of Planning’s \$52 million Hayes Hall renovation, it has encouraged the shared use of this space for the purposes of community engagement. The Section will seek to increase utilization the space for the benefit of its members and UB’s planning students.



**APA Western New York Section
2019 Budget**

**APA Western New York Section
2019 Actual**

Anticipated Initial Balance			\$6,870.00	Initial Balance			\$6,870.00
Income	Income	Expenses		Income	Income	Expenses	Notes
Membership	\$1,200.00		Down from \$1250	Membership			
Student Mixer	\$0.00			Student Mixer			
Krasner	\$350.00		Down from \$500	Krasner			
Awards Dinner	\$800.00		Up from \$500	Awards Dinner			
Event 1	\$0.00			Event 1			
Event 2	\$0.00			Event 2			
Event 3	\$0.00			Event 3			
Certification Maintenance	\$0.00			Certification Maintenance			
				Adjustments			
				APA Conference			
Total	\$2,350.00			Total	\$0.00	\$0.00	
Expenses				Expenses			
Bank Fees		\$0.00	Down from \$40	Bank Fees		\$ -	
Misc Expense - website/PO Box		\$175.00	Up from \$125	Misc Expense - po box		\$0.00	
Student Mixer		\$750.00	Up from \$300	Student Mixer		\$0.00	
Awards		\$2,500.00	Up from \$2000	Awards Dinner		\$0.00	
Event 1		\$50.00		Event 1		\$0.00	
Event 2		\$50.00		Event 2		\$0.00	
Event 3		\$50.00		Event 3		\$0.00	
Exec Lunch		\$200.00	Down from \$300	Exec Lunch		\$0.00	
Certification Maintenance		\$0.00		Certification Maintenance		\$0.00	
Krasner		\$350.00	Down from \$500	Krasner		\$0.00	
Mileage and Conference		\$500.00		Mileage and conference		\$0.00	
Total		\$4,625.00		Total		\$0.00	
Net Calendar Year Change		-\$2,275.00		Net Year to Date Change		\$0.00	
Finish Balance		\$4,595.00		Finish Balance		\$6,870.00	



Chapter Performance Criteria Evaluation
2018 Reporting Period (January 1 – December 31, 2018)

Chapter Name: _____ New York Upstate Chapter _____

Reporting Contact: _____ James Levy, AICP – Board President (2018) _____

Standards - Required		Yes	No	For Comments or Website Links	Date Submitted
1.	Chapter Mission Statement	x			
2.	Chapter Development Plan (<i>Long term plan 3-5 years</i>)	x		See Attached	
3.	Work Program (<i>Identifies specific quantifiable goals and actions for the coming year(s). Should not exceed a four-year span.</i>)	x		See Attached	
4.	Chapter Bylaws (<i>Current set</i>)	x		www.nyupstateplanning.org	
5.	Chapter Budget (<i>Annual</i>)	x			
6.	Financial Reporting to APA (<i>Quarterly bank statements sent to APA</i>) Staff Maintains the Files – no need to upload to APA Engage	x			
7.	IRS Tax Return (<i>Annually sent to APA</i>)	x			
8.	APA Chapter Brand (<i>Consistent Use of Chapter Logo/Signature</i>)	x			
9.	APA Consolidated Elections (<i>Chapter Participation</i>)	x			
10.	Chapter Report to Membership (<i>Annual</i>)	x		Presentation at Annual Conference – Report to be sent out in early 2019.	



Chapter Performance Criteria Evaluation
2018 Reporting Period (January 1 – December 31, 2018)

Electives – Four Required	Yes	No		Date Submitted
Member Communications	x		Newsletters sent out several times a year. Weekly e-blasts sent to all members with various information on activities, jobs, conferences, etc.	
Recruitment and Retention of Members		x	We have been more reactive on this element but are working on it.	
Professional Development Offered to Members	x		Our Professional Development Officer has been excellent at handling CM requests. We recently enacted a weekly/bi-weekly listing of upcoming events approved by our PDO.	
Planning Board Outreach	x		We have a Planning Official Development Officer who is also on the Board of an organization that represents the interests of Planning Boards and local municipalities. We also have an officer representing County Planning Directors.	
Legislation and Policy Program at the Chapter Level	x		We have an excellent Legislative Affairs Officer who has presented to our membership numerous times and provided content for the newsletter.	
APA Leadership Meeting Participation	x		We have sent a representative to meetings every chance we get.	
Chapter Annual Business Meeting	x		We hold this at our annual conference every year.	



Chapter Performance Criteria Evaluation
 2018 Reporting Period (January 1 – December 31, 2018)

Succession Management (<i>Chapter Leadership</i>)	x		We began working on this with our current Board but still have some work to do in making it a better process.	
Chapter Awards Program	x		We hold a very popular program every year at our Annual Conference.	
National Community Planning Month	x		We push-out information regularly about National Community Planning Month.	
Local Great Places Program	x		We have been trying harder to engage NYS communities regarding this program by working through our Section Directors to encourage applications amongst their sections on behalf of the Chapter. Sections have provided information on each application when we have been asked for such by the review committee.	
Youth, Student and New Professional Outreach	x		We have an Education Officer who coordinates with the accredited Planning Schools in NYS.	

OTHER COMMENTS or NOTES:

- 1)
- 2)
- 3)
- 4)



American Planning Association

Making Great Communities Happen

Chapter Performance Criteria Evaluation
2018 Reporting Period (January 1 – December 31, 2018)

5)

FOR APA USE:

Completeness of Report (select one)

- The report is complete.
- The report is incomplete (specify missing items, not just categories).

Overall Evaluation (select one)

- Meets all criteria
- Meets most criteria (evaluation will identify where performance needs improvement and if chapter assistance is needed)
- Criteria not met (remedial action plan would be required)

New York Upstate Chapter APA
5-Year Development Plan (2018) – DRAFT

Vision/Mission: The New York Upstate APA's mission is to serve and support the professional, student, and citizen planning communities in New York State and to improve the quality of life through the use of planning. APA members seek to implement good planning in their communities and impart the benefits of planning.

Purpose: The purpose of this chapter shall be to facilitate the individual participation of members in the affairs of the American Planning Association and to further the purposes of the American Planning Association in the New York Upstate Chapter area.

Management: The Executive Board shall have general supervision of the affairs of the Chapter between the Chapter's business meetings, fix the hour and place of Chapter meetings, make recommendations to the Chapter, and shall perform such other duties as are specified in the Chapter Bylaws or customary to an Executive Board. The Executive Board shall be subject to the orders of the Chapter, and none of its acts shall conflict with action taken by the Chapter.

The Executive Board shall meet 6 times a year (in-person and/or teleconference)

Chapter Bylaws will be reviewed by the Board no less than every 5 years and will be considered for revision based on discussions and agreement of the Board during Annual Work Plan development.

Current Chapter Board Members shall attempt to fill all Officer seats for upcoming elections and shall work to quickly fill any vacancies, should they arise.

Development Goals: The following long-term goals are intended to highlight development plans for the Chapter for the next 5-years. Specific efforts to meet these goals should be included in Annual Work Plans, as appropriate:

- 1) Improve Membership Recruitment & Retention: Membership in the Chapter is vital to ensuring the Chapter fulfills the Vision/Mission. All Board Officers shall assist in identifying opportunities, methods and options to ensure efforts are being undertaken to recruit and retain members, with the following specific roles being required:
 - a. The Membership Officer shall present the Board with regular updates on membership numbers, including a list of members who are inactive. Section Directors, or those they assign, may be requested to reach-out to inactive members to seek their input on the reason for their inactive status and to try to bring them back as a member.
 - b. Identify opportunities and ideas to increase membership. This should include development of a membership recruitment and retention plan which addresses diversity, students, faculty, emerging professionals, legacy planners, mentor programs and opportunities to work with Sections to recruit and retain members.

- 2) Continue to Increase Peer Organization Connectivity: Continue to work on improving coordination with other organizations.
 - a. Identify methods to increase awareness of, and participation in, each organizations conference. Increase potential participation by having NY Upstate Chapter Certify sessions for CM and NYPF and other organizations assist in providing credits needed for their members.
 - b. Continue to work on cross-advertising conferences.
- 3) Increase Awareness of Professional Development Opportunities: Continue to provide our members with as many opportunities as possible to obtain CM professional development credit.
- 4) Develop Succession Planning/Management Plan: Develop a plan for succession planning to help transition from one Board to another.
 - a. Build off the efforts undertaken in recent years to have current Board members talk and share files with the incoming Board Member to help create a smoother transition.
- 5) Increase Formal Outreach Opportunities to Members: Increase the formal outreach efforts to members by providing a dedicated time during both the Annual Conference and Planner's Day to present information to members. This would double our official reporting-out to the membership at meetings targeted specifically at member attendance and participation.
 - a. Build off the successful efforts by the Legislative Director's legislative update over the last few years to also include time for a brief update from the President on Professional Development and related Chapter and National efforts.
- 6) Encourage More Great Places Program Submissions: Continue to work with Section Directors to promote this program and encourage communities to apply.
 - a. Strive to achieve a submission from each Section annually.
- 7) Promote & Support AICP College of Fellows Applications: Create a process & committee to assist eligible AICP members to be nominated to the AICP College of Fellows.

This template is intended for use by states where the governor is either an incumbent or there were no gubernatorial elections.

[Chapter Letterhead]
Month, Date, Year

The Honorable Governor's Name
Address

Dear Governor Name:

As the President of the American Planning Association (APA) Chapter Name, I would like to wish you a Happy New Year and, as we begin 2019, offer the broad expertise of our members to you and your staff throughout the coming months. Our organization is devoted to improving the nation's communities and serving the public interest through good planning.

APA members are planners, elected and appointed local planning officials, educators, students, and engaged citizens who are committed to creating strong and vital communities. In all, APA is comprised of more than 40,000 members from across the United States [can replace with number of members across the state]. Though we are a diverse organization with members serving communities of all sizes and focused on a wide range of issues from housing to transportation to water infrastructure to parks, we aspire to a common goal of creating open and vibrant communities of lasting value.

We believe in creating stronger and more just communities through access to opportunity, strategic investments in innovation, and broadly-shared prosperity.

Option 1 if chapter adopted a platform:

Chapter Name adopted an official policy platform/policy priorities/legislative platform for the 2019 calendar year. These priorities will direct the policy work of our chapter in state and at the local level. **Note: Include key points from platform below. Ensure that you emphasize the main points, and then share a link or point to the full document elsewhere.**

Option 2 if chapter has key issues, but not a formally adopted platform:

Include here important policy issues that are relevant to your state or items that your chapter is particularly concerned about in 2019. **Note: for your own reference, visit planning.org to view APA's policy guides as a resource for policy specific text on key issues: <https://planning.org/policy/guides/>**

I look forward to working with you this year to as we seek to achieve a common goal of creating and maintaining great communities for all throughout state name. Please contact chapter contact via chaptercontact@mail.com or 111-222-3456 with questions or for more information. We appreciate your leadership and dedication to public service.

Sincerely,
Chapter President Name
President, American Planning Association Chapter Name