



**APA New York Upstate Chapter
Executive Board Meeting
Friday, March 8, 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 type="checkbox"/>	Sean Maguire, AICP	Vice President	<input type="checkbox"/>	Kerry O'Connor	Capital District, Section Dir.
<input 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 type="checkbox"/>	Matt Ingalls, AICP	Education Officer	<input checked="" type="checkbox"/>	Nicolette Wagoner, AICP	Liaison, NYS Co. Plng. Dir.
<input checked="" type="checkbox"/>	Amanda Bearcroft	Public Relations Officer	<input type="checkbox"/>	Vicky Simon, MCIP, RPP	Liaison, Ontario Prof. Plnrs. Inst.
<input checked="" type="checkbox"/>	James Levy, AICP	Member At Large		Also: Rocky Navarro, Western Section	

2. Additions/Changes to the Agenda (*none*).

3. Meeting Minutes of January 18, 2019.

Compliments on the minutes. After correcting one typo on page 2 (6, D, iv) the minutes were approved unanimously.

4. Section Director Updates (*Agenda Item #5*).

A. Western Section.

1. Jonathan introduced Rocky Navarro, current Events Coordinator who will be running for Section Director this year. Rocky related that he has worked at WSP for about eleven years. He's looking forward to a smooth transition and working with the board. Mark thanked Rocky for stepping up and Jonathan for his leadership and work with the Section and Board.
2. The section had a student / professional mixer on 2/25/2019 with about thirty attending, with good professional participation.
3. Hosting a small cell wireless technology session on 3/22/2019 for which 1.5 CM has been approved, also municipal training certificates.
4. Annual awards event on 5/14/2019. Call for award nominations out now and for reviewers. Nominations due by 3/28/2019.
5. Call for 2019 election cycle will go out soon; all positions open. Believe it will be an easy transition.
6. University of Buffalo Planning Chair Dan Hess attending APA National Conference in San Francisco in April; anyone interested in meeting up with Professor Hess, contact Jonathan. Mark related that he has a list of members registered for the conference; Mark will be coordinating with the Metro Chapter on the possibility of a networking event and has emailed registrants for interest in participating with the delegate assembly.
7. Jonathan thanked Eve for her help with getting a license for Google Suite to handle Section emails, though presently they've been having problems which they're working through. Mark suggested looking at the free version of Mail Chimp which is used for Chapter emails.

[Jane Rice joined the call.]

B. Central Section.

1. The Section Board is meeting in the next few weeks. Their focus has been coordination for April 5th Planners Day. Mark thanked Jane and Erica Tauzer for their help.
2. Jane said it's been a good experience so far with Chapter management of Section funds. Mark mentioned that the Board will discuss this further as we want to make sure that Sections have flexibility in delivering programs while fulfilling the Chapter's fiduciary responsibilities.

[John interjected that he misspoke earlier. With 16 officers, 9 are needed for a quorum, not 8. Jane joining the call achieved the quorum. Mark reaffirmed approval of the minutes.]

5. **Chapter Conference** (*Genesee/Finger Lakes Section; Agenda Item #6*).

- A. Mark thanked Joe and the Section for their work on the conference; we're in a good place time-wise with the venue secured, a save the date email out, and call for proposals completed.
- B. Joe related that the Call for Proposals due date was February 22nd. They received 27 submissions, which is good because they are thinking of 25 to 30 time slots for sessions. The program committee will review next week, with full conference committee review on March 20th. Joe has some hesitation about a few, but overall they look pretty good. There are several good law session proposals; ethics will take a little more work. He doesn't anticipate need for another call for proposals, though they may do some targeted outreach for certain individuals or groups from which they'd like conference participation.
- C. Next is figuring out the venue space layout, food and developing the conference program layout.
- D. They are looking at the budget and what to charge, and are mindful of the desire for a conference profit. Looking to keep in line with past years and also looking at corporate sponsors.
- E. Working on setting up for a student poster session; there should be room for tables in the lobby amongst the vendor tables. Rich mentioned the need for having a table for award candidates to display their work. Visit Rochester will also have a table.
- F. The registration rates will be comparable to last year. They are looking tentatively at a APA member two day early registration rate of \$225, late \$250; one day registration would be \$175, late \$200. Non-members would be a little higher. They're will also be figuring out other rates. Students would about \$55. Things may change as they develop the budget.
- G. There is space for the 10/2/2019 Wednesday morning board meeting (10-noon) to be followed by lunch at an upstairs restaurant.
- H. They are looking at mobile workshops Wednesday afternoon as well as one track of sessions in the hotel, with sessions in the hotel on Thursday and Friday. Wednesday workshops will give people a chance to see the city after their travel and presents possibilities for follow-up sessions on those topics in the hotel on Thursday and Friday.
- I. Mark asked Nicolette to send the conference info out to the County Planning Directors list.
- J. Patricia mentioned an idea of interest to her from another conference; she will follow up with Joe.
- K. Questions - contact Joe.

6. **Planners Day** (*SUNY ESF, April 5th; Agenda Item #7*).

- A. Mark thanked Jane for her help. They've been coordinating for Planners Day and with SUNY ESF. They hope to have ticketing opened up by Monday.
- B. Taking up the matter discussed at the last meeting about offsetting last year's event loss covered by Section funds, Mark reviewed the amounts. The total loss was \$2,573, on expenses of \$3,438 and revenues of \$865. The discussion was to use a portion of Central Section funds to offset that loss. Mark suggested a 60/ 40 split, with 60% of the loss absorbed by Central NY funds and 40% by the Chapter. Jane related that the Section Board has not met yet so they have not voted on this. She doesn't see any issues. They have the funds, but asked for some background and whether

this was for both 2018 and 2019. Mark replied that this would be just for 2018; this year is completely separate. He continued with an explanation that Planners Day started as an effort by the Chapter Board to provide programming and activity for Central area members during the period that the Central Section Board was inactive. The event also offers all members another time during the year to more easily get CM credits. Mark said the Board will wait for the Section Board to consider, and now with a reinvigorated Section Board it's up to the section to develop their programming, with an understanding that it has been viewed as a beneficial event for the entire Chapter.

- C. 2019 Planners Day budget. Historically it has been a relatively low cost event, but is not sustainable with losses which have been incurred. Mark pointed to the new fee structure proposal in the meeting packet for 2019, with something like a member fee of \$25 (versus \$10 for 2018) and \$35 for non-members. That would reduce the projected loss to something more manageable for the Section and Chapter to divide, with the same 60/40 Section/Chapter split. Those numbers have been forwarded to those working on Planners Day and the Finance Committee for consideration (Eve, Mike, Sean, Mark). Mark said Eve supports this approach, but he wants consensus from Jane and the Section before it's finalized. Mike said he also supports, and it may be possible to raise rates a bit more in the future. John also expressed support; \$10 was great last year, but \$25 is also very reasonable. Patricia appreciated the background on the event and costs. She related that the first Planners Day was on the heels of the 2015 Regional APA Conference in Saratoga Springs with the idea that there was a need for a simpler event for those who could not attend the annual conference and also that budget surpluses at the time allowed for a no cost or very low cost event. Jim added that we have had the benefit of excess funds which gets into another conversation about managing budgets, but that the Central section agreed and helped on and off organizing for the past events so that's how it came to be. Jim said he has advocated for a free or very low cost event, but is mindful of losses. It is good to be able to get together at another point during the year aside from just the annual conference. Jane thanked everyone for the information to take back to the Section Board.

[Ellen joined the call.]

7. **Financial Report, Sponsorships** (Agenda Item #4). Mark reported that sponsorships for the year total \$5800 and recognized those on the call (Jane, EDR; Matt, Ingalls Planning; Ellen, Wendel). He expressed the board's appreciation to the sponsors and members who helped get the commitments. Mark also thanked Highland Planning for their outreach efforts and also their sponsorship commitment. *See sponsorship table in agenda packet.*

[Sean joined the call.]

8. **Chapter Financial Consolidation** (Agenda Item #9). Mark reported that he is working on a proposal to allow the Chapter to meet its fiduciary responsibilities of managing funds while allowing the sections to spend money and carry out work. It builds on what Jim and others worked on previously and likely will involve corporate credit cards for use by sections for smaller purchases up to some limit, with larger expenses paid directly by the Chapter using a process similar to what happens now with the Central Section. He had been looking at a President's Council grant to help facilitate this but after talking with APA National they didn't believe this would be competitive since it wasn't transferrable to other chapters. This consolidation proposal will be one of the first things for review when the Finance Committee meets. They haven't met yet. The Section Directors will also be consulted on developing the proposal before coming back to the Board. Jim commented that it is good step, and thanked those who developed work plans last year which has helped give focus. Joe imparted his desire for the proposal to allow for some funds to be more immediately available for annual conference preparations. Mark mentioned that conference funding is indeed one of the key considerations in developing the consolidation proposal.

9. Communications, Outreach, Partnerships (*Agenda Item #10*)

- A. Newsletter, Social Media, E-blasts. Mark thanked Amanda for her excellent work on the newsletter. He pointed to social media stats in the agenda packet, which have increased greatly with Amanda's leadership and postings, catching some of the collateral positivity from her very successful "Amsterdam Jane" Instagram social media campaign on urban planning, which Amanda has orchestrated in her role as Amsterdam Planning Director. Amanda thanked Mark and commented that there was a lot of interest in providing content for the newsletter. She's looking to make the newsletters less text-heavy with a lot of information. She'll be working on it over time to have more graphics and links to the website. She's been getting emails about future submissions; wonders what schedule is. Maybe things could go out as e-blasts? Mark replied that the work plan says the goal is three newsletters a year, but really it is a function of content; there are Monday e-blasts so maybe some things can go there. Discuss as we go. Open to more frequent communications. Jane commented about the value of e-blasts to get information out in between newsletters, done in a way so they don't get lost amongst the job postings. Question as to whether news should go to Amanda or Highland; Amanda replied it should go to her. Mark thanked Amanda for stepping up to learn Mail Chimp to do the emails versus Highland having to do that.
- B. NYPF Conference. Mark thanked Amanda for volunteering to staff the NYPF table and Pat for finding another volunteer to help out. Pat said Chris Belden is the volunteer. Good that NYPF provided 2 registrations. Good program. Registration still open. Lots of CM. Mike - what material will be on table? Mark mentioned APA has been producing a lot of good material so they'll have that. Amanda said she'll work on that. Banner likely with Kerry. Maybe time to get a new one.

10. Professional Development Officer (*Agenda Item #11*). Rich reported on the following:

- A. Upcoming May AICP exam. Six members total registered; two of which are students, two are board members.
- B. CM credits: 22.5 approved for 1st Qtr., including 1.5 for both Law and Ethics. Already 32 CM credits lined up for second Qtr., including 1.5 Ethics and 3 Law credits
- C. AICP commission is reviewing the CM requirements for Law and Ethics; may make changes. Rich will share an email. They may reduce law and ethics to 1 each with a new one for equity and a fourth one for some other special topic. So in total, required CM may be going from 3 to 4. Not imminent. If approved, it would go into effect beginning in 2021. This may make it easier to deliver sessions and get credit as sometimes law and ethics courses are only an hour long. Chapter input is welcome.

11. Association of County Planners (*in place of Education, agenda item #12*). Nicolette reported that not much is happening. They met at the NY Association of Counties Conference in January. Few people there; not much going on. She submitted a proposal for our Upstate Conference in the October for county planners to talk about some of the initiatives counties are working on, like Census 2020 and how to do complete counts, and Marijuana legalization and counties being able to opt out.

12. Membership (*Agenda Item #13*). Ellen reported that she has been maintaining the list; pretty steady on membership levels. She sent renewal reminders for five or six chapter-only memberships; two have renewed so far. There are about twenty total chapter-only memberships.

13. Committee Updates (*Agenda Item #14*) Mark reported the following:

- A. Legislative Committee. The committee worked on putting together the letter to the Governor, initially drafted by Darren based on a template from APA national. It highlights a few policy and program areas that Upstate APA would support, connecting that to APA national efforts. Thanks to Darren and Sean. Initially tried to coordinate with the Metro Chapter but they weren't in support of the effusively complementary tone, so it was just an Upstate letter. *See letter in agenda packet.*

- B. Bylaws Committee. Hasn't met yet.
- C. Finance Committee. No meeting yet. Mark asked Eve to be chair. Will be working on Chapter financial consolidation and balancing the budget. Hope to meet before the next board meeting.

14. Rebate Overpayments & New Fixed Rebates For Member Categories (Agenda Item #8).

- A. Eve sent out a proposal (*copied below*). Mark and Eve reviewed the spreadsheet proposal, which deals just with four of the fixed rate categories. **A motion to accept the proposal as presented (Long, Parker) was approved unanimously.**

Type	Member Income	APA Dues	Indexed Rate to Chapter 15%
Indexed rebates	Less than \$42,000	\$180.00	\$27.00
	\$42,000-\$49,999	\$210.00	\$31.50
	\$50,000-\$59,999	\$245.00	\$36.75
	\$60,000-\$69,999	\$270.00	\$40.50
	\$70,000-\$79,999	\$295.00	\$44.25
	\$80,000-\$89,999	\$320.00	\$48.00
	\$90,000-\$99,999	\$345.00	\$51.75
	\$100,000-\$119,999	\$375.00	\$56.25
	\$120,000+	\$410.00	\$61.50
	Undisclosed	\$415.00	\$62.25
			Fixed
Fixed rebates	New Planner	\$75.00	\$20.00
	Retired	\$90.00	\$10.00
	Group Plng Bd	\$115.00	\$5.00
	Elected officials	\$65.00	\$5.00
	Faculty	\$125.00	\$25.00
	Life member	\$65.00	\$10.00

APA Upstate Chapter Rebates to Sections

Current		Proposed	
\$8	Faculty	\$8	No change
\$2	Group Plng. Bd.	\$0	
\$2	Life Member	\$2	No change
\$10	Member	\$10	No change
\$10	New Planner	\$5	
\$3	Retired	\$2	
\$2	Student	\$0	

unlimited number of unelected for \$115, plus \$60 national and \$5 chapter each per each
\$400 group participation, plus individual fee

15. Other Business.

- A. Sean: It may be early but he will be reaching out to Sections re thinking about awards process and getting going.
- B. Mark: The biennial cycle for FAICP nominations is this year. He's gotten a list from APA national; any member with AICP for 15 years is eligible. Some board members are on the list. Pat said she's thinking about it. The Chapter presently has 3 AICP Fellows: Vijay Mital, Robert Shipley, and Richard Unger, who moved to Schenectady a few years ago. Mark encouraged those eligible to consider. Patricia mentioned the Ohio chapter sponsored a women & FAICP meeting last week and APA National is encouraging women to achieve that standard; if interested, check out the Ohio program. Mike related that he coordinated the first nominations in 2000 for Vijay and Stu Stein (now deceased). Rich said he had reached out to John Steinmetz, AICP honoree in 2018, about possibly advancing his nomination. Mark will send the list of eligible members to Sean.

The meeting adjourned at 1:15 PM.

Respectfully submitted,
John Czamanske



APA New York Upstate Chapter
Board Meeting Agenda
Friday, March 8, 2019 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 1-18-19 Meeting Minutes* John
4. Financial Report Eve/Mark
 - Sponsorships
5. Five-minute Section Directors Update(s) Section Directors
6. Chapter Conference
 - 2019 Conference Planning/Status
7. Planners Day* Jane/Mark
 - Allocate CNY funds to offset 2018 loss
 - 2019 Budget
8. Rebates Overpayments and new fixed rebates for member categories* Eve
 - New fixed rebates for special member categories function of lower national dues
9. Chapter Financial Consolidation Mark
10. Communications, Outreach, Partnerships Amanda/Mark
 - Next Newsletter
 - NYPF Conference
11. PDO Update Rich
12. Education Officer Update Matt
13. Membership Officer Update Ellen
14. Committee Updates
 - Legislative Mark (Darren)
 - Bylaws Mark
 - Financial Eve
15. Other Business/ News
16. Motion to Adjourn



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1. Roll Call

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<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
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<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

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Highland Planning

EDR

Ingalls Planning

WSP

TY Lin

Wendel

Mott MacDonald

Total \$5,800

SPRING PLANNERS DAY 2019

REVENUE

Registration 70 @ \$25 + 5 @ \$35	\$1,925
CNY Section 60%	\$885
NY Upstate Chapter 40%	\$590
	\$3,400

EXPENSES

Venue Rental	\$1,500
Catering	\$1,900
	\$3,400

Results from Feb 7, 2019 - Mar 6, 2019

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

■ Organic ■ Paid

Actions on Page i

February 7 - March 6



We have insufficient data to show for the selected time period.

Page Views i

February 7 - March 6

96

Total Page Views ▲ 134%



Page Previews i

February 7 - March 6

12

Page Previews ▲ 140%



Page Likes i

February 7 - March 6

26

Page Likes ▲ 1200%



Post Reach i

February 7 - March 6

453

People Reached ▲ 31%



Recommendations i

February 7 - March 6



We have insufficient data to show for the selected time period.

Post Engagements i

February 7 - March 6

179

Post Engagement ▲ 202%



Videos i

February 7 - March 6

16

3-Second Video Views ▲ 100%



Page Followers i

February 7 - March 6

26

Page Followers ▲ 1200%



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American Planning Association
New York Upstate Chapter

Making Great Communities Happen

February 20, 2019

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Eve Holberg, AICP
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John Czamanske, AICP
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Jonathan Bleuier
Western NY Section Director

Student Representatives
*SUNY Albany
SUNY Buffalo
Cornell University*

The Honorable Andrew M. Cuomo
Governor of New York State
NYS State Capitol Building
Albany, NY 12224

Dear Governor Cuomo:

As President of the American Planning Association's (APA) New York Upstate Chapter, I thank you for your vision and leadership on programs and policies important to our members that improve the quality of life for all New Yorkers. I am writing to introduce myself and our organization and offer the broad expertise of our members to you and your staff throughout 2019 and beyond. Our organization is devoted to improving the nation's communities and serving the public interest through good planning. We look forward to working with you to advance policy strategies for more just, healthy and prosperous communities for New Yorkers, but also to advance our legislative priorities on the federal level <https://www.planning.org/policy/priorities/>.

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. In New York State our chapter is 771 members strong. 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, but 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. Your 3rd term and the convening of this new legislative session presents a historic opportunity to implement policies that promise to bring prosperity and opportunity for all. The following key policy issues that our chapter's members are focused on and experts in.

Housing and Homelessness— Thank you for your tireless devotion to housing and homelessness over your career. The American Planning Association and its chapters applaud you for your leadership with continued investments in New York State's comprehensive, five-year plan for affordable and homeless housing. We have launched the **Planning Home** initiative in order to take the next steps on this issue, reimagine ways to engage with communities, and reach solutions on housing and homelessness together. More information on Planning Home's 6 principles that drive our action agenda on housing and homelessness can be found at <https://planning.org/home>.

Regional Economic Development – Your approach to regional economic development across New York State has resulted in the cooperation, collaboration, and regional resource prioritization necessary to meet the challenges of 21st century economic growth. We also applaud you for your continued work on urban reinvestment through support for the Downtown Revitalization Initiative. APA and its members focus on advancing policies that promote and support inclusive growth and development. We stand ready to work with you and local communities to implement thoughtful plans through meaningful community engagement to provide expanded access to opportunity to all.

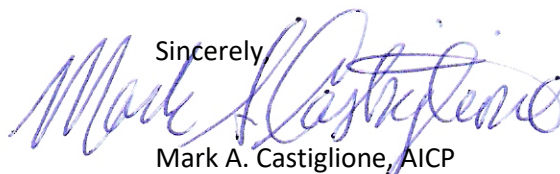
Infrastructure – We commend you on your historic \$100 billion investment in New York’s infrastructure and your announcement of a new \$150 billion infrastructure plan over a five-year period starting in 2020. Now is the time for smart infrastructure investment. APA has adopted principles for new infrastructure and investment that work to benefit people and places across the country and in New York State. APA’s New York Upstate Chapter stands ready to work with you to ensure these needed investments meet the needs of New Yorkers and the challenges of the 21st century. These principles are available at <https://planning.org/policy/principles/infrastructure>.

Open Space and Parks – Your love for the Adirondacks and strong support for open space and parks is evident in the work of your administration to date. We commend you on your continued investment in the NY Parks 2020 initiative and approval of historic state land classifications for the Adirondack Park. On the national level, APA will continue our work with Congress to fully fund and permanently authorize the Land and Water Conservation Fund (LWCF) in a way that ensures funding for state and local parks. Here in New York State, our members offer expertise in connecting community values to planning and programming for state and local open space and parks. Our **Plan4Health** initiative and Healthy Communities Policy Guide identify policies that community health and quality of life through planning for open space and parks. More information is available at <https://planning.org/policy/guides/adopted/healthycommunities>. In addition, our Great Urban Parks Campaign provides lessons learned on design and building, engagement, partnerships, and funding for park planning and development. More information can be found at <https://planning.org/nationalcenters/green/urbanparks>.

Protecting the Environment – Climate change presents you and our members with one of the most important planning challenges and opportunities for sound policy making and community building. Your proposal for a Green New Deal, another \$2.5 billion in clean water infrastructure investment, and record high funding for the environmental protection fund continue your focus on environmental protection and climate change mitigation and adaptation. Through citizen engagement, plan making, development review, and other planning actions, planners promote fiscally sound investments and decisions that protect and restore the natural environment, conserve resources, and build more sustainable communities. Our policy guide on climate change provides a useful framework and key policies for addressing climate change on the state and local level. An overview and the full guide can be found at <https://planning.org/policy/guides/adopted/climatechange.htm>.

We 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 New York State. Please contact me via markcastiglione1@gmail.com or our Director of Legislative Affairs, Darren Kempner at Darren.kempner@gmail.com with questions or for more information. We appreciate your strong leadership on planning issues and look forward to working with you on a successful and prosperous 2019.

Sincerely,



Mark A. Castiglione, AICP

President,

New York Upstate Chapter American Planning Association