



**APA New York Upstate Chapter  
Executive Board Meeting  
Friday, May 10, 2019  
Teleconference**

**1. Roll Call**

	Name	Board Title		Name	Board Title
<input checked="" type="checkbox"/>	Mark Castiglione, AICP	President	<input type="checkbox"/>	Mike Long, AICP	Officer Emeritus
<input checked="" type="checkbox"/>	Sean Maguire, AICP	Vice President	<input type="checkbox"/>	Kerry O'Connor	Capital District, Section Dir.
<input checked="" type="checkbox"/>	Eve Holberg, AICP	Treasurer	<input type="checkbox"/>	Jane Rice, JD, AICP	Central NY, Section Director
<input checked="" type="checkbox"/>	John Czamanske, AICP	Secretary	<input checked="" type="checkbox"/>	David Kruse for Joe B.	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"/>	Rocky Navarro	Western NY Section Director
<input checked="" type="checkbox"/>	Ellen Parker, AICP	Membership Officer	<input checked="" type="checkbox"/>	Pat Tatic, 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 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.** Mark added a recap of the national leadership meetings at the APA Conference.
- 3. Approval of March 8, 2019 Meeting Minutes.** The minutes were approved unanimously.
- 4. Financial Report (Agenda Item #4).**
- A. Eve reviewed that she had distributed the 2015-2018 financials, which show the trend of lower proposed spending while actual spending has increased. 2018 was very close in terms of budgeted versus actual expenses. Revenues have been budgeted conservatively, with actuals generally exceeding what has been budgeted. Overall, the deficit last year was over \$8,000 but that was due mainly to when the annual conference revenue was booked.
  - B. Eve then reviewed the 2019 budget handout, highlighting that two years of certification maintenance fees have been paid to APA National to clear up that discrepancy, and that she hopes the rebate estimates will more accurately reflect actual payments.
  - C. Eve noted that the Chapter did pretty well with Planners Day this year, but that the split loss (with the Central section) for both 2018 and 2019 totaling about \$1500 isn't shown in the 2019 budget yet. Raising the fee for Planners Day from \$10 to \$25 appears to have helped; plus there were more people in attendance.
  - D. A motion to accept the financial reports (Castiglione, Parker) was approved unanimously.
  - E. Mark noted that Highland Planning is tracking 38% to budget so far this year. He also thanked Eve for sending out the actual bank balances, and noted that the chapter accounts on a cash basis not an accrual basis. As of the end of the first quarter there was restricted fund balance is \$13,660, and unrestricted balance of \$6,710 plus \$15,000 in the CD. Overall, the chapter and all sections have a total of \$73,951 in the bank at the end of the first quarter.
- 5. Authorization of Quickbooks Online Subscription (Agenda Item #5)**

The Finance Committee met (Eve, Sean, Mark, Mike) to discuss edits to the chapter / section financial consolidation strategy, which Mark is presently drafting, and how to achieve better financial reporting. Out of that discussion came a recommendation to purchase Quickbooks, which is a more robust program than used currently. Eve was able to sign up to Tech Soup which provides discounts for services; an annual subscription to Quickbooks Online Plus for five users through Tech Soup would cost \$50 a year. A good value as it is normally \$60 a month. A policy will need to be established to govern access. Quickbooks will ease reporting tasks. It can also be linked to bank accounts to facilitate tracking. The online subscription will also ease transitions between Treasurers. A motion to purchase the Quickbooks subscription (Guarino, Levy) was approved unanimously.

#### 6. Approval of Highland Contract Renewal (Agenda Item #6)

Mark and Jim related that the contract was executed in 2018, following the periodic solicitation for administrative services assistance in 2017. Mark continued. It is multi-year engagement, with annual renewals. The 2019-2020 contract is in the meeting packet. The current contract expires at the end of June. Mark corrected the proposed contract term to read from July 1, 2019 to June 30, 2020. The scope of services remains the same as last year. It provides a great deal of flexibility. The board needs to be fiscally responsible to try to stay within the \$10,000 budget amount; last year we went over by nearly \$4,000. Right now, as noted before, we're tracking at 38% of budget for the first four months of this year. Mark is recommending the contract extension. Jim noted his support and that a lot of work last time to solicit responses and that the contract was amended to provide more flexibility. Mark thanked everyone that worked on it last time, and noted that Highland is doing a good job getting chapter sponsors with about 58% of their contract now being covered by sponsorships they've secured. It's not necessarily a one for one thing, but it could be looked at from that perspective. A motion to approve the amended contract (Czamanske, Parker) was approved unanimously.

#### 7. Section Directors Update(s) (Agenda Item #7)

##### A. Genesee/Finger Lakes Section.

1. 2019 Chapter Conference (Agenda Item #8). David Kruse related the following:
  - a) Rochester Hyatt Regency booked for October 2nd to 4th.
  - b) Draft conference agenda & program is mostly completed; working to prepare for publishing.
  - c) Ongoing coordination with speakers. Getting speaker bios and session descriptions. A few sessions yet to be confirmed such as Ethics; working with Sean and Ellen on that.
  - d) Mobile workshops have been planned for Wednesday afternoon and Thursday morning, most within walking distance from the hotel to get people out and about the city, especially the filling in of the Inner Loop.
  - e) Have decided against a specific theme for the conference. General focus is Rochester.
  - f) Draft budget in place; still working on estimates and expect finalization in early summer.
  - g) Looking at sponsorships; may reach out to the board. Will be sending out sponsorship letters shortly. Mark and David to connect with Jen Topa at Highland to coordinate; David related that he's already working with them and with Rich Perrin at T.Y. Lin.
  - h) Registration to be open in July.
  - i) If any questions, please reach out to him or to Joe Bovenzi.
  - j) They're still working to find a keynote speaker or panel.
2. The Section annual meeting will be May 29th, with board elections, budget approval and future networking, one being their upcoming tour of the Wadsworth Homestead in Geneseo. On May 22 the Rochester Community Design Center will be hosting a luncheon; the Section is sponsoring a table. Lynn Richards, President & CEO of the Congress of New Urbanism will be speaking. Section also partnering with Common Ground Health to hold a health impact assessment event. Section will also be hosting a summer social, date / place to be determined.

3. Mark mentioned a discussion item from the APA national conference about trying to partner with attorneys to jointly sponsor events that could provide CLE credits in addition to CM. Some other chapters have had success with that at conferences or otherwise. David said he'd follow up.

B. Western Section.

1. Rocky Navarro related that he has been elected Section Director, which became official today. Also a new Secretary and Treasurer. Many of the same people but some switching of chairs. Election results will be officially announced at their awards event and business meeting on Tuesday. About ten awards. Good job by the awards committee. New Events Coordinator, Sarah Gatti; this is her first event.
2. March 22 co-hosted 1.5CM credit Verizon 5G small cell wireless technology session. Pretty well attended, about 45. Good session. Well received. Mark mentioned that might be a good session for this years conference. Rocky said he'd get the contact info to GFL.
3. Email issues resolved with their switch to Google Suite. Mark mentioned that Tech Soup also had a low priced Google Suite option; Rocky said they get it for free. Mark asked if they do any press release; Rocky said they haven't but he'd work on that and get something to Amanda.

**8. Planners Day** (*Agenda Item #9*)

Mark related that Jane talked with the Section Board and they've agreed with splitting the 2018 and 2019 Planners Day losses in half with the Chapter; accounting in the memo and Eve's report. No action needed; it was approved previously.

**9. Chapter Financial Consolidation** (*Agenda Item #10*)

Mark related the Finance Committee met once to review the current proposal. Draft distributed by Jim previously. Mark wants to add internal control policies to document procedures; he's using a template provided from another chapter. Rich Perrin has agreed to participate with the Committee on this. Jim Levy also supports the efforts of this group. The goal is to meet our fiduciary and oversight roles for chapter finances while making sure we continue giving sections the ability to provide services to members locally. He noted that this has been a goal from at least 2010. Eve is chairing the overall Finance Committee.

**10. Communications, Outreach, Partnerships** (*Agenda Item #11*)

Amanda reported that there are more social media followers; she's trying to keep that up on the website, Facebook and LinkedIn. She's been trying to ramp up original content versus just sharing posts. She's been reaching out to people to submit content and asked for referrals. Mark mentioned the content that is sent out from APA National for chapters; he will reach out to Roberta at national so Amanda is added to that distribution list. Amanda said she's been following the Section webpages, but asked Section Directors to reach out to her if they would like her to post something. David Kruse mentioned that he and Amanda have been working on getting information out about active transportation and linkages to urban design and health assessments. Mark mentioned that he created a LinkedIn page for the chapter as a business.

**11. Professional Development Officer** (*Agenda Item #12*). Rich reported on the following:

- A. Still having some issues with requests for CM going directly to him; he asked Sections to get the word out that requests for CM credit for Section-sponsored events should go the Section PDO, not to Rich as Chapter PDO (unless the Section is small and doesn't have its own PDO).
- B. The Chapter pays about \$1200 a year to be a CM provider. There is a template for submissions. Once approved for credit, Rich sends an email with some required text which must go into promotions and publications for an event which say members must be present for the entire session, some logos, the official CM logo, and what they call a satellite mark which shows the

credits available for the event in their official fonts and colors. We will co-sponsor outside agency requests for CM as long as we are acknowledged. He's seen some instances where that has not happened, such as when a flyer is printed in advance that doesn't have the required info. Please help get the word out.

- C. Spring as usual has been busy, with lots of CM requests. For the first quarter so far there are 13 requests either approved or pending for 72 credits. Niagara Falls is doing a six-part lecture series. Regional GFL local government workshop for 13 credits. The NY Planning Federation conference in April had 26.5 credits. The 4th annual NY redevelopment summit in the Capital District had 11.25 credits. Some other single events.
- D. Rich gets updates as to which members are falling behind; he's been sending out email nudges.
- E. The Chapter also pays to support the planner webcast series put on by the Ohio Chapter. Several webinars per month, which are free to all members. Rich has been working to get a list of those monthly to Jen and Andre at Highland so it can get into the e-blasts.
- F. For the AICP exam in May there are six Chapter members registered. The next test will be November, with a testing window from 11/4 to 11/18. Test performance has been good recently, so he hopes that continues. He tried to help form a study group but it was difficult with a handful of members spread out across upstate.
- G. In the 16th year of the Krasner award. Grace DeSantis was just announced a this year's winner with her essay; to be acknowledged at the upcoming Western NY awards event. She will receive the \$1500 check at the annual conference in Rochester in October. There is about \$4000 left in that account, which would last another two years if no other funding comes in, but there may be a few fundraising events ahead. Rocky said they were going to have a few, and Rich normally has one at the annual conference.
- H. Mark thanked Rich for his work and leadership. He mentioned a few professional development items discussed at the national conference including the CM changes recommended by the AICP Commission. Now it's 32 over two years with 1.5 hours each in two special categories of Law and Ethics. The proposal is lower the special category time to 1 hour, but increase the number of special categories to three. The new required category would be equity. A fourth special category would be added, which would change periodically, with the first being climate change. The conference discussion centered on what that requirement might focus on given the very cross-cutting nature of that topic. Mark noted the odd situation that the elected member representation at the national level, the Chapter President's Council, has no say on the proposed CM changes as the AICP Commission is a completely separate body.
- I. APA National will be offering Chapters a 'text to give' platform for their use as well as the ability to accept donations via Stripe by placing a button on the Chapter website. Rich mentioned a cell phone credit card swipe attachment he had seen at a raffle event; maybe that could be considered as well. The downsides might be difficulty tracking and the transaction costs, balanced against possibly increasing the opportunities for fundraising.

*Pat joined the call.*

## **12. Education Officer Update (Agenda Item #13)**

Mark mentioned that Matt had reported by email that he's working on student project showcase for the Rochester conference. He's going to ask Matt about reaching out to schools about promoting the AICP candidate program, whereby new graduates wouldn't have to get two years of experience before taking the test. They instead take the test first and then get the two years of experience.

## **13. Membership Officer Update (Agenda Item #14)**

Ellen reviewed the information she had distributed and will get out a current mailing list. The student membership bounces around between about 700 to 800. There are just two AICP candidates, so encouragement seems warranted. Mark thanked Ellen for her work updating the Chapter-only

membership information. Ellen mentioned that she's been emailing people when their membership is close to expiring, with encouragement to renew. Mark asked about possibly recalibrating everyone to a calendar year membership to make it easier for Ellen; she related that it was not that difficult to keep up.

**14. Committee Updates (Agenda Item #15)** Mark reported the following:

- A. Legislative Committee. Mark related that Darren was unable to make the call, that Darren had given a legislative update at Planners Day, and that he and Darren have been working on a bill that would increase allowable ownership share of non-licensed design professionals in planning and engineering firms.
- B. Bylaws Committee. No committee meeting yet.
- C. Finance Committee. Provided earlier; see minutes item 9.

**15. Planning Official Development Officer (Agenda Item #16)**

- A. Pat thanked Amanda and Chris Selden from her office for their work at the Upstate Chapter table at the NYPF Conference and asked Amanda for feedback. Amanda said there were some materials to those who were not already connected to APA. She's been following up with people to give them more information about the chapter and how to join.
- B. Banner & Table Wrap. Amanda said it would be good to have more to draw people to the table aside from the banner. At NYPF the table was in a good location, but that may not be the situation in the future. Mark related that in gearing up for NYPF it was discovered that the banner is missing and it's time to get a new one. Mark has the design file for the old one or we could redesign. Or, we could get a table wrap instead. Amanda said it would be good to get a table wrap to be similar to what other table have. Pat mentioned the need to have some verticality in displaying things, so people can see from a far that there are things on the table. Pat suggested, in addition to a table wrap, having multiple banners geographically so they're easier to access and we wouldn't have to pay shipping – one each in Capital District, Central and Western. Pat volunteered to work with Amanda to develop a proposal and budget for this. Pat mentioned that NYPF had a great turnout and, if that continues, we should work to be in a good position to take advantage of that exposure. Mark related that the Capital District has agreed to buy a new banner and thought Western NY might already have a banner; Rocky said he'd check. Other sections could also get the design file and buy a banner. There is no budget currently for this, but we could entertain a budget modification for banners and also a table wrap. Mark asked if there was consensus on Amanda on buying a table wrap on a yet to be determined not to exceed cost. Pat agreed if that would be expedient and offered to do that if Amanda wasn't able. Amanda said she price table wraps. Mark made a motion to authorize a table wrap purchase for up to \$150; seconded by Pat. Approved unanimously. Eve will share the tax exempt form.
- C. Pat mentioned that she has started reaching out to other groups such at the Northeast Organic Farmers Association which has conferences in Saratoga in February. She also said the NYPF got feedback about increasing the number of sessions focused on very small and rural communities and Pat will be working with them on that. Mark suggested connecting them with the APA Small Town and Rural Planning Division.
- D. Amanda mentioned the idea from Planners Day about possibly designing and selling a tee shirt, which led to some discussion about the ins and outs of buying chapter swag (maybe done by sponsors, difficulties dealing with logistic of selling and inventory, companies that offer direct to order from which chapter would get a cut, maybe mugs over tee shirts as there's only one size). Amanda will explore further.

*Sean joined the call*

**16. Chapter Awards.** Sean related that he hopes to get out a notice/solicitation by the end of the month so it can be worked on over the summer. No changes planned. Mark mentioned that people

appreciated last year that 15 awards were handed out in just 30 minutes, and reminded David Kruse to make sure they planned sufficiently for that during the conference luncheon. It seems safe to allot an hour for the awards event. Mark asked Sean to send out a template press release for Rocky to use with their Western NY awards.

**17. County Planning Directors Liaison (Agenda Item #17)**

Nicolette mentioned that the NYS Association of MPOs biennial conference is July 15-18 in Syracuse; she will forward the conference info to Andre for the website and e-blasts. Rich Perrin is working on getting CM credits.

**18. Liaison to Ontario Prof. Planners Institute (Agenda Item #18)**

Vicki related her recent meeting with Mary Ann Rangan, Executive Director of Ontario Professional Planners Institute (OPPI) and Ryan De Roches, their Education Manager. They discussed a potential joint online learning opportunity, maybe a webinar. OPPI pointed out there are both cost and logistics issues, so maybe start simply with a Twitter chat or Google hangout for a discussion about a particular topic after people had been given opportunity to read something or watch a video in advance. OPPI is very interested in collaborating with Upstate APA. They thought the first opportunity might be over the summer, because both organizations have their conferences the same week. OPPI's conference will be exploring several issues which cross boundaries, so perhaps one of these could be the focus. OPPI's 2020 conference will be in Niagara Falls. Pat spoke about having networked with planners from Montreal at the last regional conference in Saratoga. Vicky related that there are separate planning organizations in each province; OUQ is in Quebec. There's no reason there couldn't be interactions with multiple provincial planner's groups. Mark suggested the potential for a Skype session between both conference's in October.

Mark reviewed that he would email regarding the template press release for Rocky, email Amanda to confirm about the banner purchase, will send the banner design file to each Section in case they want to purchase, will schedule a Finance Committee meeting to discuss the financial consolidation plan, and will reach out to Kerry for info regarding the 2020 conference.

The meeting adjourned at 11:40 AM.

*Respectfully submitted,*  
*John Czamanske*



APA New York Upstate Chapter  
Board Meeting Agenda  
Friday, May 10, 2019 Teleconference  
10:00am –12:00 pm

Teleconference Call #: 866-499-7054, Access Code: 6715833250

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

2019 Chapter Workplan <https://nyupstateplanning.squarespace.com/s/Chapter-Sections-Workplans-Budgets-for-2019.pdf>

**Agenda Items:**

- |   |                   |
|---|-------------------|
| 1. Roll Call  | John              |
| 2. Additions/Changes to the Agenda                  |                   |
| 3. Approval of 3-8-19 Meeting Minutes*              | John              |
| 4. Financial Report*                                | Eve/Mark          |
| 5. Authorization of Quickbooks Online Subscription* | Eve/Mark          |
| 6. Approval of Highland Contract Renewal*           | Mark              |
| 7. Five-minute Section Directors Update(s)          | Section Directors |
| 8. Chapter Conference                               |                   |
| • 2019 Conference Planning/Status                   | David Kruse       |
| • 2020 Status                                       | Kerry O'Connor    |
| 9. Planners Day*                                    | Jane/Mark         |
| • Approval of CNY-Chapter Cost Share                |                   |
| 10. Chapter Financial Consolidation                 | Mark              |
| • Draft Proposal                                    |                   |
| 11. Communications, Outreach, Partnerships          | Amanda/Mark       |
| • Next Newsletter                                   |                   |
| 12. PDO Update                                      |                   |
| • CM Updates  | Rich              |
| 13. Education Officer Update                        | Matt              |
| • <a href="#">AICP Candidate Program</a>            |                   |
| 14. Membership Officer Update                       | Ellen             |
| 15. Committee Updates/ Work Plan Review             |                   |
| • Legislative                                       | Mark (Darren)     |
| • Bylaws  | Mark              |
| • Financial   | Eve               |
| 16. Planning Official Development Officer           | Pat               |
| 17. County Planning Officer                         | Nicolette         |

18. Liaison to OPPI
19. Other Business/ News
20. Motion to Adjourn

Vicky





American Planning Association  
**New York Upstate Chapter**

*Making Great Communities Happen*

**OFFICERS**

**Mark Castiglione, AICP**  
*Chapter President*

**Sean Maguire, AICP**  
*Vice President*

**Eve Holberg, AICP**  
*Treasurer*

**John Czamanske, AICP**  
*Secretary*

**Michael Long, AICP**  
*Past President*

**Richard Guarino, AICP**  
*Professional Development Officer*

**Darren Kempner, AICP**  
*Director of Legislative Affairs*

**Amanda Bearcroft**  
*Public Relations Officer*

**Ellen Parker, AICP**  
*Membership Officer*

**Matt Ingalls, AICP**  
*Education Officer*

**James Levy, AICP**  
*Member-At-Large*

**Pat Tatch, AICP**  
*Planning Official Development Officer*

**Nicolette Wagoner, AICP**  
*County Planning Officer*

**Vicky Simon, MCIP, RPP**  
*Liaison Ontario Professional Planners  
Institute*

**Meagan Aaron**  
*Newsletter Editor*

**Kerry O'Connor**  
*Capital District Section Director*

**Jane Rice, JD, AICP**  
*Central NY Section Director*

**Joseph Bovenzi, AICP**  
*Genesee/Finger Lakes Section Director*

**Tom Knipe**  
*Southern Tier Section Director*

**Jonathan Bleuer**  
*Western NY Section Director*

**Student Representatives**  
*SUNY Albany  
SUNY Buffalo  
Cornell University*

# Memo

To: NY Upstate APA Chapter Board

From: Mark Castiglione, President

Date: May 10, 2019

Re: May Meeting Memo

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This memo is intended to provide a context for a variety of agenda items and action items on our May 10, 2019 agenda.

## Agenda Item 5:

An action item from our last meeting was to transition from quicken to Quickbooks. Eve signed us up for Techsoup which offers great savings for approved 501c3s.

The proposal would be to purchase a subscription to Quickbooks Online plus for 5 users. It's \$50/year through Techsoup compared with \$60/month purchased directly. The online version will facilitate smoother transition between treasurers.

<https://www.techsoup.org/products/quickbooks-online-plus--1-year-subscription--5-users--G-49616--> Board action is requested to approve this reoccurring expense.

## Agenda Item 6:

We have a multi-year engagement with Highland Planning with contracts renewed on an annual basis. The current contract expires June 30. No changes are begin proposed for the renewal. Annual costs for Highland exceeded our budget by nearly \$4000 in calendar year 2018. Through April 2019, we're tracking 38% to budget with \$3573 incurred on the \$10,000 contract. Board action is requested to approve the renewal.

## Agenda Item 8:

David Kruse is representing Joe Bovenzi. 2020 Conference Venue should be booked at this point.

Agenda Item 9:

The CNY board agreed to a 50/50 cost share of Planners Day expenses for both 2018 and 2019. A transfer of \$1,540.84 from CNY to Chapter was made as follows: \$613.51 for 2019 Spring Planners Day and \$927.33 for 2018 Spring Planners Day.

<b>2018:</b>		<b>2019:</b>	
Venue:	\$1,550.00	Venue:	\$1,550.00
Caterer:	\$1,888.10	Caterer:	\$1,840.00
Registrations:	\$1,583.44	Registrations:	\$2,162.98
Net Loss	(\$1854.66)	Net Loss	(\$1227.02)

Agenda Item 10:

The financial consolidation proposal is still a work in progress. The Finance Committee met and made some suggested edits. In addition, GFL Section Treasurer Rich Perrin Agreed to Serve on the Committee .



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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
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<input checked="" type="checkbox"/>	James Levy, AICP	Member At Large		<b>Also: Rocky Navarro, Western Section</b>	

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

3. **Meeting Minutes of January 18, 2018.** 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

**NY Upstate Chapter of APA**  
**2015-2018 Budgets and 2019 Proposed Budget**  
 Prepared by Eve Holberg, Chapter Treasurer  
 January 18, 2019

Expenses	2015	2015	2016	2016	2017	2017	2018	2018
	Proposed	Actual	Proposed	Actual	Proposed	Actual	Budget	2018 Actual
Accountant	\$1,200	\$100	\$2,725	\$2,025	\$950	\$1,265	\$1,200	\$2,240
APA Section Rebates	\$4,000	\$3,505	\$3,750	\$4,003	\$4,500	\$4,376	\$4,500	\$3,366
Awards Program	\$400	\$206	\$250	\$213	\$200	\$52	\$200	\$277
Board Retreat Nov. 2015	--	\$1,809	--	--	--	--	--	--
CM Fees	--	\$0	\$1,254	\$1,254	\$1,254	\$1,254	\$1,254	--
Chapter Only Rebates	\$100	\$130	\$150	\$240	\$250	\$30	\$80	--
Chaper Conference Advance	\$1,000	--	\$1,500	--	--	--	--	--
Conference includes Constant Contact	\$1,000	\$50	\$300	\$225	--	--	--	--
Contingency	\$200	--	\$200	\$216	\$200	\$100	\$200	--
Planners Day (two in 2017)	\$10,000	\$4,372	\$5,000	\$3,723	\$8,000	\$11,175	\$4,000	\$3,438
Insurance	\$600	\$1,394	\$1,500	\$1,425	\$1,500	\$1,340	\$1,500	\$1,508
Krasner Scholarship (Restricted)	\$1,525	\$1,514	\$1,525	\$1,514	\$1,525	\$1,500	\$1,525	\$2,118
Stu Stein Scholarship (Restricted)	--	--	--	--	\$1,875	\$1,875	\$1,875	--
Legislative Officer	\$1,000	--	--	--	--	--	--	--
Meeting Expenses	\$500	\$616	\$750	\$184	\$250	\$527	\$250	--
Miscellaneous	--	\$30	--	--	--	\$255	--	\$789
Online	--	--	\$200	\$61	\$120	--	--	--
President	\$3,500	\$3,331	\$3,500	\$3,326	\$3,500	\$4,251	\$3,500	\$3,370
President's Contingency	\$500	\$298	\$500	--	\$500	--	\$500	\$500
Pro. Dev./ Sponsorships	\$350	\$150	\$1,000	\$800	\$750	\$375	\$750	\$150
Section Mini-Grant Program	--	--	--	--	--	--	--	--
Staff Support	\$10,000	\$9,545	\$10,000	\$8,747	\$10,000	\$8,638	\$10,000	\$13,912
Student Initiatives	\$600	--	\$600	\$200	\$600	\$750	\$600	--
Website/Online expenses/PO/Office supplies	\$350	\$403	\$500	\$250	\$500	\$383	\$500	\$261
Website -- new standalone category in 2016	--	--	\$1,500	\$1,566	--	--	--	--
Miscellaneous Refund	--	--	--	--	--	--	--	--
Squarespace fees	--	--	--	--	--	--	\$500	\$345
<b>Totals</b>	<b>\$36,825</b>	<b>\$27,453</b>	<b>\$36,704</b>	<b>\$29,971</b>	<b>\$36,474</b>	<b>\$38,146</b>	<b>\$32,934</b>	<b>\$32,274</b>

Revenues	2015	2015	2016	2016	2017	2017	2018	2018
	Proposed	Actual	Proposed	Actual	Proposed	Actual	Proposed	Actual
APA Rebates	\$11,000	\$8,383	\$9,754	\$11,357	\$12,000	\$11,567	\$12,000	\$10,451
Budgeted Advances -- Region 1	\$5,000	\$5,000	--	--	--	--	--	--
Region 1 Income	--	\$2,574	--	--	--	--	--	--
Budgeted Advances -- Chapter Conference	\$1,000	--	\$1,500	--	--	--	--	--
Chapter Memberships	\$1,000	\$975	\$1,000	\$1,121	\$1,000	\$647	\$600	\$1,302
Planners Day	\$5,000	\$5,130	\$1,500	\$850	\$1,700	\$574	\$800	\$1,583
President's Travel Grant	--	--	\$402	\$402	--	--	--	--
President's Travel Insurance	--	--	--	\$381	--	--	--	--
Chapter Conference	--	--	\$5,000	\$6,876	--	\$7,480	\$5,000	--
Chapter Conference Previous Year	--	--	--	--	--	--	--	--
Interest Income	\$4	--	\$3	--	\$3	\$2	\$2	26.76
Krasner Scholarship (Restricted)	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$2,118
Stu Stein Scholarship (Restricted)	--	--	--	--	\$1,875	\$1,875	\$1,875	\$0
Sponsorships	\$2,500	\$1,500	\$2,500	\$4,400	\$4,500	\$7,185	\$4,500	\$5,310
Miscellaneous	--	--	--	--	--	\$175	--	\$2,723
<b>Totals</b>	<b>\$27,004</b>	<b>\$25,062</b>	<b>\$23,159</b>	<b>\$26,888</b>	<b>\$22,578</b>	<b>\$31,005</b>	<b>\$26,277</b>	<b>\$23,515</b>
<b>Profit (Loss)</b>	<b>-\$9,821</b>	<b>-\$2,391</b>	<b>-\$13,545</b>	<b>-\$3,083</b>	<b>-\$13,896</b>	<b>-\$7,140</b>	<b>-\$6,657</b>	<b>-\$8,759</b>





## NY Upstate Chapter of APA

### 2019 Budget

Prepared by Eve Holberg, Chapter Treasurer

April 22, 2019

Expenses	2019 Budget	Q1	Q2	Q3	Q4	Total
Accountant	\$1,200					\$0
APA Section Rebates	\$4,000	\$1,446				\$1,446
Awards Program	\$200					\$0
Certification Maintenance (CM) fees	\$2,508	\$2,508				\$2,508
Chapter Only Rebates	\$100	\$150				\$150
Contingency	\$200					\$0
Planners Day	\$4,000	\$2,150	\$1,240			\$3,390
Insurance	\$1,550					\$0
Krasner Scholarship (Restricted)	\$1,500					\$0
Stu Stein Scholarship (Restricted)	\$1,875					\$0
Meeting Expenses/Board Expense	\$250					\$0
President	\$3,500					\$0
President's Contingency	\$500					\$0
Pro. Dev./ Sponsorships	\$150	\$150				\$150
Staff Support	\$10,000	\$2,099	\$1,474			\$3,573
Student Initiatives	\$0					\$0
Online expenses/PO/Office supplies	\$250	\$317				\$317
Miscellaneous	\$0	\$389				\$389
Squarespace fees	\$500		\$216			\$216
<b>Totals</b>	<b>\$32,283</b>	<b>\$9,209</b>	<b>\$2,930</b>	<b>\$0</b>	<b>\$0</b>	<b>\$12,139</b>

Revenues	2019 Budget	Q1	Q2	Q3	Q4	Total
APA Rebates	\$10,000	\$2,770				\$2,770
Chapter Memberships	\$1,000	\$213	\$217			\$430
Planners Day	\$800	\$1,416	\$747			\$2,163
Chapter Conference 2018	\$4,500		\$4,332			\$4,332
Chapter Conference 2019	\$5,000					\$0
Interest Income	\$2					\$0
Krasner Scholarship (Restricted)	\$1,500					\$0
Stu Stein Scholarship (Restricted)	\$1,875					\$0
Refunds and Other Miscellaneous Income	\$0	\$389				\$389
Sponsorships	\$5,000	\$4,746	\$600			\$5,346
<b>Totals</b>	<b>\$29,677</b>	<b>\$9,535</b>	<b>\$5,896</b>	<b>\$0</b>	<b>\$0</b>	<b>\$15,430</b>

**Profit (Loss)** -\$2,606 \$3,292



# INVOICE

From **Highland Planning LLC**  
17 Mulberry Street  
Rochester, NY 14620  
highland-planning.com

Invoice For **NY Upstate Chapter of the  
American Planning Association**  
PO Box 388  
Buffalo, NY 14207

Invoice ID **62882**  
Issue Date 04/30/2019  
Due Date 05/30/2019 (Net 30)

Subject April invoice

Item Type	Description	Quantity	Unit Price	Amount
Labor	NY Upstate Chapter of the American Planning Association 2018 (04/01/2019 - 04/30/2019)	10.75	\$45.00	<b>\$483.75</b>
			<b>Amount Due</b>	<b>\$483.75</b>

## Notes

We updated communications and website, uploaded new membership list to Mailchimp, wrapped up chapter sponsorships and assisted with Spring Planners Day.

## **Agreement between Executive Board of the New York Upstate Chapter of the American Planning Association and Highland Planning, LLC**

This Agreement made and entered into this first day of June 26, 2018 by and between the **Executive Board of the New York Upstate Chapter of the American Planning Association** ("NY Upstate APA"), an New York State non-profit with its principal mailing address for the transaction of business at PO Box 388 Buffalo, NY 14207 and **Highland Planning, LLC**, a Rochester planning firm, with its principal office for the transaction of business at 820 South Clinton Avenue #3, Rochester, NY 14620.

**Scope of Services:** Highland Planning shall provide support to the NY Upstate APA as a staff consultant in accordance with the Scope of Services annexed hereto as Exhibit A.

**Intellectual Property Issues:** NY Upstate APA will have full rights and ownership of the documents developed, upon payment in full of Highland Planning's fees.

**Term:** The term of this Agreement is July 1, 2018 until June 30, 2019.

**Contract Payment:** Highland Planning shall assist NY Upstate APA with staff support in accordance with the scope of services and Cost Estimate - Exhibits A and B, respectively - for an hourly rate of \$44.00 per hour. Payment will be provided for hours worked and invoiced. The annual contract will not exceed ten thousand dollars (\$10,000). Monthly invoices will include the hours worked during the invoiced period as well as a description of the work provided. Highland Planning's invoices shall be paid within 30 days of receipt.

**Modification:** The terms of this Agreement may only be modified by an agreement in writing executed by both parties. NY Upstate APA and Highland Planning individually have the right to terminate this Agreement with 30 days notice and make settlement with Highland Planning upon an equitable basis as determined by both parties and based upon hours worked.

**Insurance:** Highland Planning will carry general liability, professional liability and any other insurance types customary with planning consulting in Upstate New York. The NY Upstate Chapter of the APA shall be named as additionally insured. A copy of current insurance coverages shall be provided and coverage shall be maintained throughout the duration of the contract.

**Audit and Inspection:** Highland Planning shall preserve and make available their records for a period of six years from the date of final payment under this Agreement. Highland Planning shall permit NY Upstate APA and their authorized representatives to inspect all work, materials, payrolls, records of personnel, invoices of materials and other relevant data and records; and to audit the books, records and accounts of Highland Planning pertaining to the Agreement and the development of the Project.

In witness whereof, the parties have executed this Agreement as of the date set forth above.

**New York Upstate Chapter of the APA**

**Highland Planning**

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James Levy, AICP  
Chapter Board President

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Tanya Mooza Zwahlen, AICP  
Principal and Owner

# Agreement between Executive Board of the New York Upstate Chapter of the American Planning Association and Highland Planning, LLC

## Exhibit A: Scope of Work

- Coordinate of communications among Executive Board, Sections and the general membership as directed. This effort primarily requires identifying e-blast information and ensuring regularly scheduled and timely distribution of weekly e-blasts (including listing CM credit opportunities for members and regularly updating the contact list as membership lists change regularly), the Chapter newsletter, solicitations for award nominations to the membership and other communications. This can be a time-sensitive task and providing accurate quick response to requests is essential. *(This is typically a weekly task with immediate unplanned requests coming-up regularly. A primary point person for handing communications with a backup contact is essential)*
- Assist in coordination of the annual awards program. *(There is minimal work for this task but assistance could be requested)*
- In consultation with the Public Relations Officer, put out the call for articles and assist with newsletter development (digital format only) by reviewing the draft created by the PR Officer. *(There are three newsletters per year)*
- In consultant with the Public Relations Officer, Board President and Vice President, solicit sponsorships for the website, annual conference, and any other opportunity by email and possibly phone follow-ups *(This task was a primary impetus for originally developing the on-call staff consultant position. It is a vital task for this contract and during solicitation(s) may require moderate time commitments for follow-up calls. Solicitations are typically 1-2 times a year)*
- Develop and cultivate media contacts *(Minimal, if any, effort anticipated)*
- Develop and cultivate relationships with allied organizations (public and private) as directed by the Board President *(Minimal, if any, effort anticipated)*
- Assist the Treasurer with day-to-day finances of the organization, particularly communications with anyone owing money to the organization (i.e. collections for sponsorships, conference registration, etc.) *(Minimal, if any, effort anticipated)*
- Provide support, as needed to the Chapter's five sections (Capital District, Central, Genesee/Finger Lakes, Southern Tier, Western NY) as approved by the Board President or Vice President. This task has traditionally been focused on the two major Chapter Events – the Annual Conference and Planners Day but additional assistance could be requested. *(Moderate assistance may be required – depends on level of assistance requested each year. Minimal effort anticipated but this is a possible area for improved staff consultant support)*
- Assist with the Chapter Conference & Planner's Day Events *(these are significant tasks for this contract – primarily the Annual Conference)*
  - For Planner's Day, assist the lead volunteer(s) as requested to ensure sessions are scheduled and sponsors are secured in a timely manner *(securing sponsors is a requirement of the staff consultant)*.
    - Print programs, name badges and ship to the appropriate volunteer well in advance of the event *(this is a required element of this contract. Planner's Day attendance averages 80-100 attendees, the Annual Conference around 250 attendees)*
  - Provide graphic design support for development of digital and print ads, banners, and/or programs, in compliance with APA National's One APA brand as needed. *(It is most likely assistance will be requested to develop advertising graphics and a 1-page program for Planner's Day. APA provides templates, logos, etc.)*
  - Assist with the following as directed by Chapter/Section event lead(s):

## **Agreement between Executive Board of the New York Upstate Chapter of the American Planning Association and Highland Planning, LLC**

- Attend conference calls with the Conference Committee and follow up with committee members regarding assignments, if requested
- Solicit and manage conference sponsorships (*sponsorships are secured by the staff consultant*)
- Solicit and manage conference vendors (*solicitations go through the e-blast list and are a requirement of the staff consultant*)
- Administer e-communications (*this is a requirement of the staff consultant*)
- Administer conference website (*this is a requirement of the staff consultant*)
- Administer conference registration (*this is a task the staff consultant is expected to set-up and manage an online registration process*)
- Assist with conference program development and other collateral materials, as needed
- *For reference, the following is generally undertaken/lead by Conference volunteers, however assistance from the Staff Consultant may be requested:*
  - *Conference Budget, Revenues and Expenses*
  - *Coordinate and arrange for all on and off-site conference activities*
  - *Hotel & Conference Center contract negotiations including any transportation or off-site contracts for tours or events*
  - *Venues for room accommodations, educational/panel sessions, registration, vendor spaces, mobile tours, receptions and all conference meals and breaks*
  - *Volunteers for administrative tasks including assembling hard copy mailings, conference program, Conference orientation materials.*
  - *Volunteers for registration tables, A/V (as needed)*
  - *Put out the call for sessions/presentations*
  - *Secure CM Credits for sessions/presentations*

# Agreement between Executive Board of the New York Upstate Chapter of the American Planning Association and Highland Planning, LLC

## Exhibit B: Cost Estimate

Costs for reimbursable expenses, such as postage and fees shall be billed separately and are not included in the labor fee.

### VIII. Cost Proposal

Below is a one year cost proposal.

Highland Planning hourly rates are moderately increased in this proposal to cover office, equipment and personnel overhead. Given our experience with the Chapter, we are confident we can provide administrative services efficiently and effectively.

		Rate	Topa \$44.00	Primus \$44.00	
I.	<b>Communication &amp; Website</b>		15	65	35%
II.	<b>Chapter Conferences</b>		55	15	31%
III.	<b>Sponsorships</b>		30	10	18%
IV	<b>Liaison Services</b>		12	3	6%
V	<b>Contingency Services</b>		10	2	5%
VI	<b>Other Services</b>		5	5	4%
			<b>127</b>	<b>100</b>	
			\$5,588	\$4,400	
			<b>Project Total</b>		<b>\$9,988</b>

## MEMBERSHIP REPORT - JANUARY 2019

### Membership Type

	Capital	Central	Genesee/ Finger Lakes	Southern Tier	WNY	Outside	Total	Percent
Faculty	4	0	0	17	16	0	37	5%
PB*	2	0	3	0	0	0	5	1%
Life	11	1	2	0	4	1	19	2%
Member Full	86	38	48	39	72	24	307	39%
New Member	11	4	18	7	14	9	63	8%
Retired	3	3	1	0	1	2	10	1%
Student	83	13	8	145	92	10	351	44%
<b>Total</b>	<b>200</b>	<b>59</b>	<b>80</b>	<b>208</b>	<b>199</b>	<b>46</b>	<b>792</b>	<b>100%</b>
	25%	7%	10%	26%	25%	6%	100%	100%

### Certification

AICP	83	29	40	20	52	18	242	31%
AICP-CEP	2	0	1	0	1	1	5	1%
AICP-CTP	2	0	0	0	0	0	2	0%
FAICP	2	1	0	0	1	1	5	1%
AICP Candidate	1	1	0	0	0	0	2	0%
None	110	28	39	188	145	26	536	68%
<b>Total</b>	<b>200</b>	<b>59</b>	<b>80</b>	<b>208</b>	<b>199</b>	<b>46</b>	<b>792</b>	<b>100%</b>

### Membership Type - Percentages by Section

	Capital	Central	Genesee/ Finger Lakes	Southern Tier	WNY	OUTSIDE
Faculty	2%	0%	0%	8%	8%	0%
PB*	1%	0%	4%	0%	0%	0%
Life	6%	2%	3%	0%	2%	2%
Member Full	43%	64%	60%	19%	36%	52%
New Member	6%	7%	23%	3%	7%	20%
Retired	2%	5%	1%	0%	1%	4%
Student	42%	22%	10%	70%	46%	22%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

\* Group Planning Board member

### Chapter Only - As of April 22, 2019

	Capital	Central	Genesee/ Finger Lakes	Southern Tier	WNY	OUTSIDE	Total
	4	0	2	1	9	2	18