



**APA New York Upstate Chapter
Executive Board Meeting
Friday, May 8, 2020
Zoom & Phone Teleconference**

1. Roll Call

	Name	Board Title		Name	Board Title
<input checked="" type="checkbox"/>	Mark Castiglione, AICP	President	<input checked="" type="checkbox"/>	Mike Long, FAICP	Officer Emeritus & Bookkeeper
<input checked="" type="checkbox"/>	Sean Maguire, AICP, CEcD	Vice President	<input checked="" type="checkbox"/>	Michaela Sweeney	Capital District, Section Director
<input 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"/>	Joe 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 checked="" 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"/>	Patricia A. Tatich, AICP	Planning Official Dev. Officer
<input checked="" type="checkbox"/>	Matt Ingalls, AICP, ASLA	Education Officer	<input type="checkbox"/>	Nicolette Wagoner, AICP	Liaison, NYS Co. Plng. Dir.
<input checked="" type="checkbox"/>	Amanda Bearcroft	Public Relations Officer	<input checked="" type="checkbox"/>	George McKibbon, MCIP, RPP, AICP	Liaison, Ontario Prof. Plnrs. Inst.
<input checked="" type="checkbox"/>	James Levy, AICP	Member At Large	<input checked="" type="checkbox"/>	Samantha Amell	Student Rep., Univ. at Albany

Also participating were other members of the 2020 Capital District Conference Committee: Bob Murphy, Marcia Kees, Travon Jackson, Karimeh Shamieh, and Mary Millus.

2. Additions/Changes to the Agenda. None.

3. Approval of March 13, 2020 Meeting Minutes. After correcting the draft in regard to the NYS Preservation Conference in Syracuse, the 3/13/2020 minutes were approved unanimously (Long/Guarino).

4. Approval of Adjusted Journal Entries and Financial Statements Through May 7, 2020. Mark related that Chapter auditors at Bonadeo accountants have reviewed the 2019 financials, now presented in Quickbooks; they have recommended a few journal entry adjustments. The 2020 financials through May 7 were also sent to the board for review to be approved at this meeting. Mark reviewed various totals as shown in the reports and then related the key Bonadeo recommended journal entry adjustment related to 2019 conference accounting. A motion to approve the adjusted journal entries for the 2019 audited financials and to approve the 2020 financials through May 7 was approved unanimously (Czamanske/Long). Mark thanked Mike again for volunteering to be Bookkeeper; they had a training session before the call.

5. NY Upstate Participation in Webinar Consortium. Mark related that the Chapter has been approached about participating in this consortium, an effort led by the New Jersey Chapter, to include also five other chapters in the northeast region (NJ letter in meeting packet). Mark summarized that it would provide webinar opportunities for CM credits for the foreseeable future; each chapter would be responsible for development, registration, the technical platform and seeking CM approval for its offerings. Mike mentioned the chapter would need to offer at least one and asked about ideas. Mark mentioned two COVID-19 related trainings, an open meetings session by Sean and one CDRPC did on planning post-pandemic; open to all suggestions. Mark said he views this as a good opportunity to provide value to members with the loss of the many usual opportunities to attain CM credits, and that it would not interfere with the existing partnership of the Ohio Chapter's webinar efforts. Members voiced support and a motion to approve Upstate Chapter participation in the regional webinar consortium was approved unanimously (Czamanske/Parker).

6. Section Director Updates.

A. Western NY. Rocky reported:

1. Nothing new on Key Bank's issues, preventing digital sharing of Section accounting; on hold pending new Treasurer and overall consolidation of accounts. Just starting to look at budgeting with less revenue coming in.
2. Events: In person awards event cancelled; considering a virtual awards event maybe late summer early fall. Two virtual events in a couple of weeks, providing conversations between a range of planning professionals and the graduate and undergraduate students at the University at Buffalo; discussions likely centering on career planning and, now, with how students might navigate in COVID world. The section is also exploring other virtual events.
3. The editorial board published an inaugural newsletter, featuring an article by George McKibbin on planning in this COVID era.
4. Continuing to plan for 2021 chapter conference, while closely watching 2020 chapter conference planning by the Capital District and pandemic fallout. Looking at contingencies already, as well as potential innovative opportunities for attendees and sponsors, with possibly a mix of virtual and in person sessions.

B. Genesee Finger Lakes. Joe reported:

1. The spring and summer events Joe mentioned in March have been put on hold, with hopes that they can be held later in the year.

7. Committee Updates.

A. Legislative Committee. Darren described this year's letter to the Governor; it reminds that we're still here with expertise in economic development and planning as the state reopens. Darren said the session is still on hold; he's been in touch with people on opens streets legislation and other pending measures.

B. Nominating Committee. Mark thanked Ellen for coordinating and identifying a good slate of officers for the new term, which has already been sent to APA national. He thanked everyone for their service on the board. Ellen said she was grateful to have found a good candidate to run for Treasurer, and thanked those who helped with that effort. Mark said he'd work with Amanda to get a notice out to members about the petition process, as others may want to run for office; deadline is July 1. Marcia mentioned that there were more interested than available positions; Mark responded that it would be good to try to engage these members with board efforts / committee work in part to foster future board candidacies. Proposed Slate:

President	Mark Castiglione
Vice President	Sean Maguire
Secretary	Eric Cooper
Treasurer	Fred Frank
Professional Dev.	Rich Guarino
Legislative Affairs	Darren Kempner
Membership	Ellen Parker
Public Relations	Amanda Bearcroft
Education	George Frantz
Member-at-Large	Jonathan Bleuer
Officer Emeritus	Mike Long

C. Bylaws Committee. Mark related that Rocky Navarro has stepped forward to coordinate the work of updating the Chapter Bylaws; they had a call this week to discuss the work and timeline. Rocky said he was happy to take it on, and to getting it done. He asked if there were any

volunteers to help with the effort. Mark mentioned that the Officer Emeritus (Mike Long) is an ex officio member.

- D. Finance Committee. Mark related that he had met with Mike Long to talk about the Bookkeeping duties. The financial policy guidance document is still a work in progress.
- E. FAICP Committee. Mark reported that the committee had its first meeting on April 10. Mike, liaison to the committee, related that Richard Unger, an AICP Fellow who recently relocated to upstate NY from Florida, has agreed to head up the committee comprised of: Rich, Mike, Judy Bressler, Molly Gaudio, Michael Godfrey, Steven Schmidt, and Mark Castiglione (ex officio). Mike said it was good first meeting; getting to know each other and discussing roles and responsibilities. They agreed to create a web page to introduce past and current AICP Fellows, describe the committee's work, and to outline the nomination process; Molly volunteered to work on the web page, for which she'll include links to previous successful application packages. The next virtual meeting is May 29. Mark thanked Mike for the update and his work; also suggesting the committee make special efforts to nominate women planners.
8. **2020 Chapter Conference.** Mark reported that he had received a letter from the conference committee, and thanked them for their hard work and thoughtful consideration as to addressing the current pandemic crisis while still providing meaningful services to our members. Their recommendation is to cancel the in person Albany event and move to a virtual conference. Taking this decision will result in a number of follow on effects and decisions, including: rethinking the session solicitation, sponsorship outreach, and finances. Mark confirmed with the Board its consensus on cancelling the in person conference; no opposition was voiced.
- A. Bob Murphy reviewed the key financial impacts described in Dan Harp's communications to the Board:
- Potential sunk costs related to contractual obligations to the Cap Center conference venue (up to \$4300) and Hilton hotel (up to \$1725; if the respective services cannot be used at a future date without penalty to the chapter); both holding to contracts for now as no governmental emergency order has been issued to cancel such events. The venue presently indicating more flexibility than the hotel for shifting deposits to an alternative future date. Mark noted that barring a governmental ban on events, the venue and hotel might contractually expect the event to be held even if social distancing and other measures would be required even though members might be reluctant to attend an in person event regardless of those measures.
 - Effect on 2022 conference (and potentially other future events). Mark noted a second decision point - if the contracts & deposits can be shifted to a 2021 conference in Albany, the Western NY conference would then need to shift to 2022. He and Rocky have discussed preliminarily; no deposits have yet been made by the section to a venue or hotel in the Buffalo area. Rocky elaborated, noting that if the 2021 conference is to proceed as planned, the Western Section would need to soon move forward with contracting & making deposits. Rocky mentioned two related issues: if virtual this year and Albany in person in 2021 what effect does that have on future programming, and similarly if events may be shifted from when they are normally conducted every year. Mark noted the burden on conference committees from the longer duration on conference planning volunteerism.
 - Revised revenue, expense, and registration projections from shift to a virtual event. Bob reviewed the tentative committee estimates of 100 potential registrations if the member rate was set at \$35 and \$50 for non-members; with a similarly lower cost session sponsorship profile. With these estimates, a potential \$7750 revenue would be just balance out the worst case scenario of needing to cover the approximately \$6000 in sunk cost to the venue & hotel plus relatively low costs of putting on the virtual conference. Mark noted the marked increase in interest and registrations for the recent virtual national conference as contrasted with the number of registrants for cancelled in person Houston conference due to the much lower

virtual conference fee in return for AICP members being able to attain so many CM credits; there could easily be more than a hundred registrations for a virtual chapter conference with a greatly reduced fee structure.

The Board and Capital District conference committee members had extended discussion on these factors and their interrelationships:

- the potential fee structure
- virtual conference formats
- cost-benefit relationships of more affordable fee structures to other paid CM credit and learning opportunities, and as compared to in person events
- the chapter's already discussed new virtual CM series
- providing recorded sessions for remote access into the future
- virtual conferencing software service options including the potential for streaming recorded events; time commitments to such services; the potential for multiple software / hosting services; relationship to existing services or planned future services; the difficulty of hosting high quality virtual sessions
- the effect of potential employer restrictions on future conference travel and /or incentives for virtual/digital conferencing
- the difficulty of limiting access or charging fees for streaming recorded sessions depending on the software/hosting platform
- how discrete virtual conference sessions and future remote access to session recordings relate to APA requirements for CM credit approval parameters (Mark asked Rich to look into those factors); how long sessions might be accessible for credit and the fees for future access; password protected access only by registrants versus a freely available platform like YouTube.
- Chapter and Section budget impacts & contingencies
- unanticipated effects and lessons learned by others in shifting to virtual events
- discrete multi-day virtual event versus a series of sessions spread out over multiple days/weeks/times
- level of conference committee effort for virtual and in person events
- cost/benefit proposition of sponsorships
- different scheduling formats required of virtual events versus an in person conference, e.g., concurrent sessions extremely problematic for virtual events due to internet hosting and support issues (*Marcia also noted that Mike Welch at APA National was identified as someone who could help with planning considerations for virtual events; also Jeff Davis of the Rhode Island Chapter*)

Bob thanked the Board for the opportunity to discuss; they will have a full conference committee meeting next week. Ten session proposals already received; all have said they could shift to a virtual/digital format.

Mark described a motion which, after some discussion, became: to cancel the in-person 2020 conference, move instead to a virtual/digital 2020 conference in a format (discrete vs. series over time) to be determined, and to leave the potential Albany 2021 conference location for now at the discretion of the Capital District section due to the pending deposit/contracting discussions with the venue and hotel, as well as the desires of the committee members regarding the extended time/work commitment. Rich offered, Mike seconded; all in favor.

9. **Communications, Outreach, Partnerships.** Amanda reported (and with discussion) the June Newsletter can be focused on items stemming from the pandemic, with a major focus will be on outlining the conference changes, and reprinting (with his permission) Sean's article for Planning magazine "Protecting the Public Interest During a Pandemic" on leveraging collaborative, inexpensive, and easy-to-use technological resources that are available; also George's article (*noted earlier*). Mark and Pat noted this is a good time to be partnering with the NY Planning Federation regarding conference alternatives and CM credit offerings.
10. **Professional Development Officer Update.** Rich reported the good first quarter (24 approved credits offered) prior to the pandemic. The NY Preservation conference and its CM credits postponed to December. Only online sessions have been approved since pandemic (8 sessions for 11 credits); slightly different form for submitting those to APA. No APA form yet for online multi-session events; Rich will contact APA. He's also advertising the Ohio Chapter webinars; our chapter is due to present something for that. AICP exam postponed with no rescheduling news yet; maybe in the summer.
11. **Education Officer Update.** Mark and Marcia related that Matt had been working in regard to a poster session at the conference, but obviously other student engagement ideas are needed.
12. **Membership Update.** Ellen emailed the updated spreadsheet yesterday; the trend through February was up to about 685 members. Mark related that APA is estimating up to a twenty percent decrease in membership due to unemployment and state/local government budget issues.
13. **Ontario Professional Planners Institute (OPPI) Liaison Update.** George related that they're facing many of the same issues and are trying to deal with holding their quasi-legal administrative tribunal hearings normally conducted in person.
14. **Student Representative.** Samantha said she didn't have anything to report; if members have anything to pass along to Univ. at Albany students let her know.
15. **Michael J. Krasner Memorial Scholarship.** Rich reported that, in coordination with Mark and Sean, the Krasner Scholarship this year was just awarded to Chris Platt, a Master of Urban Planning student of the University at Buffalo (resume and application emailed to Board members previously). It was a difficult year for the process. The scholarship is \$1500. There is about \$2500 in the account which is usually replenished in part with donations from the Western NY section of about \$300 per year, and about \$700 to \$900 from donations at the annual chapter conference. This year presents difficulties with no in person events. This is the seventeenth year of the scholarship; he's hoping that enough can be raised to keep it going for a few more years. Mark thanked Rich for his work over the years and offered that somehow solicitations for donations can still be made to keep it going.
16. **Annual Chapter Awards.** Sean related the pandemic threw a wrench into the plans for accelerating the awards process this year. He's seeking input because it would be challenging to move forward with a process without an in person ceremony. Maybe the chapter could consider an advocacy focused program similar to the APA Great Places program, or should there be some sort of digital event. Stating the purpose is to help raise the profile of planning and planners through the awards process and event, Mark opined that there are probably ways to do things such as offer photo opportunities and that there is still time to coordinate a process for the virtual conference. Sean suggested tying an awards program with October's Community Planning Month, whether connected to the conference or not. Sean will work with the committee to figure it out; other thoughts welcome. Sean was congratulated for the publication of his article in the May issue of Planning.

The meeting adjourned at 12:35 PM.

Respectfully submitted,
John Czamanske



**APA New York Upstate Chapter
Board Meeting Agenda
Friday, May 8, 2020
10:30am –12 pm**

<https://zoom.us/j/93191954860?pwd=dzdVZldoNEI5SIBNSGZwd3g4dWdkZz09>

Meeting ID: 931 9195 4860
Password: 030779
One tap mobile
+16465588656,,93191954860#,,1#,030779# US (New York)

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

Agenda Items:

- | | |
|---|--------------------------|
| 1. Roll Call | John |
| 2. Additions/Changes to the Agenda | |
| 3. Approval of 3/13/2020 Meeting Minutes* | John |
| 4. Approval of Adjusted Journal Entries and Financial Statements Through April*
Mark | |
| 5. NY Upstate Participation in Webinar Consortium | Mark |
| 6. Chapter Conference | |
| • Recommendation of the Conference Committee | Mark/Dan Harp |
| • 2020 Call for Sponsors | |
| • Revenue Shortfall Contingency | |
| • Chapter Awards | Sean Maguire |
| • Krasner Scholarship | Rich Guarino |
| 7. Five-minute Section Directors Update(s) | Section Directors |
| 8. Committee Updates/ Work Plan Review | |
| • Legislative | Darren |
| • Nominating | Ellen |
| • Bylaws | Mark |
| ○ Appointment of Chair | |
| • Financial | Mark |
| • FAICP | Mike |
| 9. Communications, Outreach, Partnerships | Amanda/Mark |
| • Newsletter | |
| 10. PDO Update | |
| • CM Updates | Rich |
| 11. Education Officer Update | Matt |
| 12. Membership Update and Trends | Ellen |
| 13. Planning Official Development Officer | Pat |
| 14. County Planning Officer | Nicolette |
| 15. Liaison to OPPI | George |
| 16. Student Representative | Samantha |
| 17. Other Business/ News | |
| 18. Motion to Adjourn | |



**APA New York Upstate Chapter
Executive Board Meeting
Friday, March 13, 2020
Teleconference**

1. Roll Call

	Name	Board Title		Name	Board Title
<input checked="" type="checkbox"/>	Mark Castiglione, AICP	President	<input checked="" type="checkbox"/>	Mike Long, AICP	Officer Emeritus
<input checked="" type="checkbox"/>	Sean Maguire, AICP, CEcD	Vice President	<input checked="" type="checkbox"/>	Michaela Sweeney	Capital District, Section Director
<input type="checkbox"/>	Eve Holberg, AICP	Treasurer	<input checked="" type="checkbox"/>	Jane Rice, JD, AICP	Central NY, Section Director
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<input checked="" type="checkbox"/>	Amanda Bearcroft	Public Relations Officer	<input checked="" type="checkbox"/>	George McKibbon, MCIP, RPP, AICP	Liaison, Ontario Prof. Plnrs. Inst.
<input checked="" type="checkbox"/>	James Levy, AICP	Member At Large	<input type="checkbox"/>	William Barnes	Student Rep., Univ. at Albany

2. Additions/Changes to the Agenda. None.

3. Approval of January 10, 2020 Meeting Minutes. The 1/10/2020 minutes were approved unanimously (Long/Tatich).

4. **2020 Chapter Conference.** Mark related good progress has been made to date; Michaela reported:
- Call for Sessions and Mobile Workshops out last week; due 4/17. Many ideas received so far; committees formed to review.
 - Dan Harp and Bob Murphy have had discussions with the Capital Center about the coronavirus. Fluid situation, monitoring. Finance Committee will discuss impacts on registration and sponsorships.
 - Call for Sponsors letter is ready to go.
 - Planning two receptions. Student poster presentation on Wednesday off-site. Questions – contact Dan and Bob.

Mark mentioned the general hope that the coronavirus crisis will be waning by the time the conference is to be held, but if not the board would need to discuss section financial support in lieu of conference revenues. Mike recommended inviting Lieutenant Governor Kathy Hochul to speak at the conference. In response to a question Michaela explained that the conference theme, Planning at the Crossroads, was inspired in part by the geographic confluence of the Mohawk and Hudson Rivers as well as the Thruway and I-90, but there is also the matter of emerging issues which can be viewed from the context of society (and planning) being at a crossroads. Mark emphasized (while recognizing the work of the committee in developing the theme and its homage to the region) the consensus from prior discussions that people shouldn't be overburdened by the theme; attendees are looking for compelling sessions and workshops, so that is the overarching goal. Michaela and Joe concurred.

5. **Pre-Audit 2019 Financials.** Mark updated the board on the financial information presented at the last meeting with all the Section reporting now included, as outlined in his memo. Revenues totaled just over \$88,000 with expenses of about \$62,000, resulting in a net profit of \$26,000, the majority of

which was the result of the annual conference. Quickbooks also allows us to report profit and loss by section. This information may allow the chapter to rely less on professional accountants for completion of tax forms. It also allows looking at the financial position of the entire organization, which was more difficult before. Total equity of the chapter is about \$95,000 over all accounts, of \$82,000 is unrestricted after removing the funds restricted to scholarships. Mark related that chapter rebates for memberships are not shown in the balance sheet, but that information is included in the balance sheet details. The details show all transactions of all fourteen bank accounts, which is a lot considering the total amount of money involved, but it's a function of how we're organized. We are working with Bonadeo, the accounting firm, to review the Quickbooks setup and to prepare the chapter 990 tax form. As noted before, in future years it may be possible to internalize the 990 preparation. A motion to approve the 2019 Financial Reports was approved unanimously (Czamanske/Bovenzi). Mike and the board thanked Mark heartily for his good work putting all this together with Quickbooks.

6. **2020 Financial Statement through February.** Mark briefly reviewed the report for the first two months of the year. A motion to approve the 2020 Financial Statement to date was approved unanimously (Tatich/Maguire).
7. **Appointment of Mike Long as Bookkeeper.** Mark related that Mike has graciously volunteered to serve as Chapter Bookkeeper, thanking him for that. Having a Bookkeeper will help the Treasurer and also the President. This will improve the separation of duties and increase the number of eyes reviewing financial transactions, with the President approving expenditures, the Treasurer cutting checks and the Bookkeeper documenting the transactions in Quickbooks. A motion to approve the appointment of Mike Long as Chapter Bookkeeper was approved unanimously (Guarino/Maguire).
8. **Chapter/Section Bank Accounts.** Mark briefly described how cumbersome it is to work with the multiple banks and accounts, recommending that the Chapter consider working with just one banking institution versus the five or six banks currently. One example is that Sections and the Chapter are still writing paper checks and mailing them across the state. This wouldn't be necessary if all consolidated into using one bank. In addition to making facilitating transactions, it would streamline bookkeeping and reporting via Quickbooks. Citizens Bank might serve the purpose with its statewide reach. Mark related that he'd like to have conversations with the Sections prior to bringing this back to the Board for approval. Joe and Rocky said it appeared to make sense from their Section perspectives. Mark said he had talk to his local branch about this and it sounded straightforward; he would work with the Sections, Treasurer and Bookkeeper on a structure of accounts and transition process to bring it back to the board for action.
9. **Chapter Branding.** In light of some recent confusion and questions on APA and Chapter branding, Mark is proposing a document to clarify things which would be Appendix 1 of the Chapter Branding guide provided by APA national. He then read the text of the short document: *"In order to promote a consistent identification and brand throughout all Chapter or Section Activities, the following policies shall be followed: 1) All materials and external communications related to the Annual Chapter Conference must exclusively feature the Chapter logo or lockup, 2) Sections may develop their own logo type, subject to the approval of the Chapter Board, 3) Any Section logos must include the Chapter's name."* Mark noted that we are a small organization so it is important to make sure we're all using the same brand materials and policies whether we're in Albany or Buffalo or elsewhere upstate. Mike commented on the reluctance to change a decade ago when APA National originally created the branding policy, because each state and chapter had all their own logos and pins, but it makes sense. Mike suggested considering how the upstate section names should appear in relation to the chapter logo, given that presently some sections have a custom approach. Sean offered his support for unifying branding as a former section director. Rocky also offered his support, but noted that the sections also struggle with trying to develop and maintain their identities. Mark responded that the second item provides for section creativity/identity in coordination with the chapter; he recommended moving forward with this language but it could be revisited in the future if the sections and the chapter wanted to provide for

even greater uniformity. A motion to approve the Chapter Branding Appendix 1 as written was approved unanimously. (Long/Bovenzi).

10. Section Director Updates.

A. Western NY. Rocky reported:

1. They are continuing to work through the issues with Key Bank, but that is on hold pending election of the new Treasurer and discussion about consolidation of banks.
2. The Winter 2020 Newsletter was distributed on Feb. 24.
3. The student/professional mixer last month was very well attended; about 35 people.
4. As a result of their emergency meeting yesterday, the Section is cancelling all in person events until further notice, effecting especially the annual awards program and business meeting typically held each May.
5. 2021 Conference planning is still underway; they are currently reviewing venue proposals.

B. Genesee Finger Lakes. Joe reported:

1. Winter social was held on January 23 and the Annual Meeting held on Feb. 20; most of the board was reappointed and Joe said he was continuing as Director.
2. They're working on upcoming summer training events, one being a joint session with the Monroe County Bar Association on comprehensive plans and another in Geneva with a tour of the Solar Village complex in coordination with Central NY and the Southern Tier. They're also talking about a potential school program for grades K-12, doing presentations on planning and land use. Mark mentioned Kate Maynard in his office; CDRPC has a program called "Future Leaders in Planning" and she's also involved with the APA Ambassador's program which focuses on K-12. He will forward Kate's contact info.

C. Central NY. Jane reported:

1. They have been working on Planner's Day the last quarter, getting speakers and panels, but unfortunately for obvious reasons have had to cancel the in-person event. They are working with Mark and speakers to put together a webinar series instead. How that will work is to be determined.
2. There is a strong county planning federation, which held their annual symposium yesterday. The section is looking to coordinate and collaborate more with them in the future.

11. Appointment of Representatives to APA National Delegates Assembly & Approval of Travel Subsidy. Mark related that at this point the national conference is still on; we need to appoint two representatives to the assembly which meets at the conference. Mark is unable to attend. We have recently discussed a hundred dollar incentive to the work needed to prepare for the assembly, in part because last year we were unable to field volunteers to represent the chapter. There are two important policies being considered this year (climate change, emergency management). Mark proposes approving Sean Maguire and Barbara Johnson to represent the Chapter and approving the hundred dollar travel subsidy for each to the conference for this work. A motion to approve the appointments and the travel subsidies was approved unanimously (Long/Guarino).

12. Approval of NPC Reception Contribution. As usual the Chapter is working to partner with the NY Metro and New Jersey Chapters on a national conference reception. After brief discussion about the event and coronavirus impacts, a motion to approve a \$250 contribution for the joint reception if the conference is held was approved unanimously (Guarino/Parker).

13. Committee Updates / Work Plan Review.

A. Legislative Committee. Mark reported that Darren revised the draft introductory letter to the Governor (which is in the meeting packet).

- B. Nominating Committee. Mark thanked Ellen for agreeing to chair the committee. Ellen mentioned a few names of potential board candidates, relating that at present no one is interested in being Secretary or Treasurer, but she is working on finding candidates. There was some discussion about various potential candidates for those and other positions (Public Relations, Education, At-Large). The deadline is March 20.
 - C. Bylaws Committee; still needs a chairperson.
 - D. Finance Committee. Mark related that he continues to work on drafting revisions to the financial policy documents (last reviewed at the Nov 2019 Board meeting) in advance of a next meeting.
 - E. FAICP Committee. Mark related that the committee has been convened; a meeting has been scheduled on April 10 using the conferencing facilities of Barton & Laguidice in Syracuse, which will also provide lunch. Mark offered congratulations to Mike Long and John Steinmetz on their recent successful applications and pending election to the AICP College of Fellows.
- 14. Communications, Outreach, Partnerships.** Mark thanked Amanda for her great work with the newsletter and other communications. Amanda related that there has been a lot participation via the newsletter, Facebook and LinkedIn, and that she's posting again now about the call for board nominations. Please get any suggestions to her.
- 15. Professional Development Officer Update.** Rich reported that the first quarter was very good, with two major conferences offering CM credits; a total of 48.5 credits were logged in the quarter. Rich will continue to post opportunities as they arise, which will likely lean toward more on-line offerings. Rich also reported that the AICP exam is scheduled for May. One issue is that, with the revision of the AICP exam format, the low cost study guide usually sponsored by the Chapter President's Council needs update and is not presently available. Rich's contact took another job and he was unaware that the guide came out, learning recently that the guide is sold out. APA National is working to get more copies printed.
- 16. Membership Update.** Ellen said she just received the lists from national and will send out an update.
- 17. Planning Official Development Officer Update.** Pat reported that NYPF is trying to figure out the coronavirus impact on their planned conference and on the initial work of their new executive director.
- 18. NYS County Planning Directors Liaison Update.** Nicolette related that counties have been quite focused on Census 2020. Unfortunately, the process for accessing state grants for complete count efforts has been a disaster. County planning departments across the state are good sources of information on the census, in part because they are working with non-profits who work with undercounted populations. The coronavirus unfortunately points up the importance of trying to get an accurate count because of related federal funding formulas; NYS was undercounted by a million in 2010. It is very easy to respond to the census online; the census bureau is supposed to start mailings and door to door efforts in May to those who don't respond online.

Mike related that the Syracuse Preservation Conference has been rescheduled to December 1-3, 2020.

The teleconference adjourned at 11:35.

*Respectfully submitted,
John Czamanske*

American Planning Association - New York Upstate Chapter
Budget vs. Actuals: 2020 Budget - FY20 P&L
 January - December 2020

	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020		Total		% of
	Actual	Actual	Actual	Actual	Actual	Actual	Budget	over Budget	Budget
Income									
Chapter Conference Income						0.00	5,000.00	-5,000.00	0.00%
Chapter Only Members	142.04	71.02	72.52	72.52		358.10	750.00	-391.90	47.75%
Chapter Rebates -- from National Association	2,970.78			4,492.51		7,463.29	11,000.00	-3,536.71	67.85%
Planners Day		297.13	626.89			924.02	2,000.00	-1,075.98	46.20%
Sponsorship Income	2,391.00	885.00	1,591.00	300.00		5,167.00	5,000.00	167.00	103.34%
Total Income	\$ 5,503.82	\$ 1,253.15	\$ 2,290.41	\$ 4,865.03	\$ 0.00	\$ 13,912.41	\$ 23,750.00	-\$ 9,837.59	58.58%
Gross Profit	\$ 5,503.82	\$ 1,253.15	\$ 2,290.41	\$ 4,865.03	\$ 0.00	\$ 13,912.41	\$ 23,750.00	-\$ 9,837.59	58.58%
Expenses									
Audit and Legal Services	16.30					16.30	1,200.00	-1,183.70	1.36%
Awards Programs						0.00	400.00	-400.00	0.00%
Bank Charges & Fees				1.38		1.38	35.00	-33.62	3.94%
Board/Meeting Expense						0.00	400.00	-400.00	0.00%
Certification Maintenance Fee		1,254.00				1,254.00	1,254.00	0.00	100.00%
Chapter Only Rebates to Sections (deleted)						0.00	100.00	-100.00	0.00%
Chapter Rebates to Sections (deleted)						0.00	3,500.00	-3,500.00	0.00%
Contingency						0.00	200.00	-200.00	0.00%
Insurance						0.00	1,500.00	-1,500.00	0.00%
Office Expenses/PO Box						0.00	250.00	-250.00	0.00%
Planners Day Expenses						0.00	1,750.00	-1,750.00	0.00%
President	465.96		-465.96			0.00	4,000.00	-4,000.00	0.00%
President's Contingency	223.54					223.54	500.00	-276.46	44.71%
Professional Development/ Sponsorship						0.00	150.00	-150.00	0.00%
Program Expenses		332.09				332.09	0.00	332.09	
Staff Support		1,034.00		1,353.00	1,034.00	3,421.00	10,000.00	-6,579.00	34.21%
Website and Online Expense		28.32		358.25		386.57	500.00	-113.43	77.31%
Total Expenses	\$ 705.80	\$ 2,648.41	-\$ 465.96	\$ 1,712.63	\$ 1,034.00	\$ 5,634.88	\$ 25,739.00	-\$ 20,104.12	21.89%
Net Operating Income	\$ 4,798.02	-\$ 1,395.26	\$ 2,756.37	\$ 3,152.40	-\$ 1,034.00	\$ 8,277.53	-\$ 1,989.00	\$ 10,266.53	-416.17%
Total Other Income	\$ 4.44	\$ 4.40	\$ 4.18	\$ 4.40	\$ 0.00	\$ 17.42	\$ 25.00	-\$ 7.58	69.68%
Net Income	\$ 4,802.46	-\$ 1,390.86	\$ 2,760.55	\$ 3,156.80	-\$ 1,034.00	\$ 8,294.95	-\$ 1,964.00	\$ 10,258.95	-422.35%

American Planning Association - New York Upstate Chapter
Balance Sheet
As of May 7, 2020

	Total
ASSETS	
Current Assets	
Bank Accounts	
1353 Western NY Section	5,584.99
6743 Checking - NY Upstate Chapter	19,818.15
Business CD - 12 Month (6617)	5,104.34
Business CD - 18 Month (6625)	10,040.87
Business Savings (1942)	3,150.12
CDPA Checking (1284)	2,063.07
CDPA Savings (9232)	5,212.13
Central NY Section Account (6354)	8,029.18
Genesee Finger Lakes Section Checking	18,265.32
Krasner Scholarship (9090) Restricted	3,497.51
Southern Tier CD	5,309.47
Southern Tier Checking 5058	2,158.12
Southern Tier Savings 6184	6,316.69
Stu Stein Scholarship (3521) Restricted	9,633.82
Total Bank Accounts	\$ 104,183.78
Total Current Assets	\$ 104,183.78
TOTAL ASSETS	\$ 104,183.78
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Opening Balance Equity	71,322.07
Retained Earnings	24,566.76
Net Income	8,294.95
Total Equity	\$ 104,183.78
TOTAL LIABILITIES AND EQUITY	\$ 104,183.78

Thursday, May 07, 2020 12:49:54 PM GMT-7 - Cash Basis

AJE 1

	Dr	Cr
NY Upstate Chapter Checking		565
* Conference Checking Acct - SOTR	10379	
CPDA Savings		1
* Cash on hand	200	
Southern Tier CD		12
Stu Stein Scholarship		1
Opening Balance Equity		11,132

To adjust opening balance equity to correct per PY workpaper

*Not currently listed on Balance Sheet



American Planning Association
New Jersey Chapter

Making Great Communities Happen

Proposed APA Chapter Collaborative Online Programming and Chapter Engagement During COVID-19

Submitted by APA New Jersey Chapter President Charles Latini, Jr., AICP, PP

Background

With stay-at-home orders in effect, the New Jersey Chapter of the American Planning Association (“APA New Jersey”) would like to pursue partnerships to advance relevant and timely online programming for members. To date, we have spoken with NY-Metro to gauge interest. For most of our organizations, we’ve had to cancel and/or postpone all of our Spring and Summer programming but with collaborations, can adjust to new ways we can add value to our members during this time. Potential topics can include but are not limited to: public health and planning, the regional housing market, best practices for public engagement and modernizing antiquated laws, leveraging Community Development Block Grant monies for disaster relief for vulnerable populations, and local/state/national legislative efforts. Other topics can include partners from other professions that offer guidance around the federal and state financial resources to employers, businesses, etc.

At this time, APA New Jersey believes it’s critical that our collective marketing efforts go towards promoting the National Planning Conference at Home (“NPC @HOME”), a digital conference that features 20+ sessions from April 29 through May 1. Attendees will be able to watch sessions live, catch the recordings of any missed the following day in APA Learn and also have access to the recordings for a full year. We’re incredibly grateful that APA National was able to provide this to the profession and don’t wish to compete until the digital conference is complete.

Proposal

Administratively, Chapters can begin collaborating on logistics and timeline. We suggests the following:

- Host the first webcast (New Jersey volunteers to be the first) the week of May 18.
 - Each subsequent webcast will begin 10-14 days following that start date diversifying days of the week and times. A sample timeline would be Tuesday, May 19 -> Friday, May 29 -> Monday, June 8 -> Wednesday, June 17.
- Each Chapter partner would agree to provide one (1) session as a part of the collaborative.
- New Jersey agrees to provide a standardized marketing template for the series inclusive of all Chapter logos for promotional purposes that all partners can use to distribute to their members.
- Each Chapter is responsible for all logistics related to their webcast including:
 - Selecting the topic, coordinating presenters, securing CM credits (if applicable), providing registration (identifying caps for registration if applicable) and the use of technology (GoToMeeting, Zoom, WebEx, etc.) with instructions to participants.
- New Jersey believes that it would be nice to offer this series free of charge to APA members and that any potential expenses (e.g. a speaker honorarium) be the responsibility of the individual chapter or the collaborative as a whole.

The ideas contained in this document are meant to provide a framework for discussion purposes. If you are interested in being a partner, please email APA New Jersey Executive Director Sheena Collum at scollum@njplanning.org or call 848-932-2817. Ms. Collum will then coordinate a meeting through a doodle poll for partner Chapter leaders to exchange ideas and finalize our approach.

Thank you for your consideration and we hope everyone is safe and healthy.

We want to provide the Chapter Board with an update on the planning for the upcoming conference. The 2020 New York Upstate Chapter Conference Planning Committee convened our monthly meeting on April 21st to discuss how to proceed during these uncertain times. Like everyone, the committee has been monitoring the COVID-19 pandemic and attempting to forecast its impact over the rest of the year.

While there seems to be some light at the end of the tunnel, the challenges facing a physical conference remain daunting. The primary challenges to executing a conference as identified by the Committee are the health and safety of our members and the continued uncertainty of the situation. All of us are currently living in increments of two weeks, and as the Governor said at his April 26th press conference, “don’t trust anyone that is trying to tell you how things will be in a month.”

It is with this in mind that the Committee has voted unanimously to cancel the physical conference in September and focus on providing remote virtual sessions instead. This decision was not reached easily or lightly, but was arrived at for the following reasons:

- Health and safety concerns - It is not worth the risk to our members to subject them to unnecessary exposure. If just a single member catches the virus, or spreads it, at the conference we will ask ourselves why we failed to cancel it altogether
- Continued uncertainty - While the Governor has begun speaking about reopening NY, the timeline remains vague. Furthermore, in his press conference on April 26th, the Governor was clear that a major caveat to reopening regions would be that no large gatherings should take place that would draw people from outside the region
- Point of no return - Even though the Conference is not scheduled until September, critical planning needs to be done now regarding sessions and sponsorships that will decide its success. While the Committee considered setting a date in June to make a final decision, it was felt that this was too late leaving little time for the Committee to plan for an alternative arrangement
- Communication strategy - The Committee has been very concerned about properly communicating our intentions to the NY Upstate Chapter members. In these uncertain times, the Committee feels that it is important to communicate definite plans with the Chapter members. Additional delays into June will cause more confusion in terms of expectations
- Financial impacts - Between potentially reduced sponsor commitments and reduced attendance, it is unclear if a physical conference this year can be profitable. The Committee feels that, even if the State were to reopen entirely by June 1st, the economic damage will be long lasting. While issues of dollars and cents pale in comparison to the health and safety of our members, the Committee feels that it is wise to limit the financial exposure to the Chapter and Section. The Committee is in talks with our primary partners, Hilton Hotels and the Albany Capital Center, to come to mutually beneficial agreements

For these reasons, the Committee feels that it is best to make the decision to cancel the conference now rather than delay until June. By deciding on a course of action now, it is the Committee’s belief that we can more effectively plan and promote an alternative arrangement and protect our members, while also serving them to the best of our ability.

While the Committee feels that a physical conference should be canceled, it is prepared to move forward with remote sessions. In light of the sudden wide usage of virtual conferencing programs, and with APA National moving the 2020 National Conference to a virtual platform, it is the Committee’s opinion that virtual remote

sessions promise a viable alternative. We feel this format will enable our members to obtain AICP Certification Maintenance credits while also allowing for the promotion of important planning ideas and projects from across the chapter.

While the Committee is working on the details of virtual sessions, by making the decision now, it leaves ample time to do the following:

- Rework the budget - The budget will need to be largely reworked to reflect the significant differences between a physical conference and virtual sessions. There will be some “dead money” that is owed to our partners, but it is our hope that we can reach an agreement with them to offset these costs.
 - Outreach to sponsors- As part of reworking the budget, virtual sessions may provide an opportunity to engage more sponsors at a reduced rate. During these difficult economic times, the reduced sponsorship rates of a virtual conference may be more attractive.
- Promotion - While it will be disappointing that the physical conference is canceled, by making the decision to shift gears now it leaves the Committee with ample time to promote the alternatives.
- Adjust the sessions - The session sub-committee has received several proposals for sessions, as well as developing original ideas. By shifting our attention to virtual sessions, some of the sessions will need to be retooled for the new format. This new format may also provide new opportunities for new sessions or repeats of popular sessions

While it is very frustrating and challenging for all of us, the Committee is confident that the difficult decision to cancel the physical conference is the responsible thing to do. Even though this is disappointing, the committee is excited to work hard to ensure that the Chapter’s members have access to CM credit opportunities, and to provide them in a new and innovative method.

From: [Dan Harp](#)
To: [Mark Castiglione](#); [Bob Murphy](#)
Subject: Draft Budget
Date: Tuesday, May 5, 2020 11:04:46 AM

Mark,

Here is a detailed breakdown of the draft budget that the finance committee drafted. The budget was assembled with the following key points in mind:

- Establish a conservative outlook with high costs and low revenue
- Keep attendance affordable in light of harsh economic conditions and competition from other webinars
- That the 2021 Conference will be held in the Capital Region

The finance committee feels that, in light of all that's happened/happening, the goal should be providing a service to the Chapter's members with an eye towards affordability. The finance committee also envisioned a scenario in which both the Hilton Hotel and Capital Center stick to a strict reading of the contract, and no agreement can be reached. Finally, this budget was designed with the idea that the 2021 conference can be held in the region.

Revenue \$7,750

- **Sponsors \$3,750** – We anticipate about 15 sessions, each with 1 Primary Sponsor at \$150, and 2 Associate Sponsors at \$50 each.
- **Registration \$4,000** – The budget estimates 100 Members at \$35 each, and 10 Non-Members at \$50 each. As of now there is no a la carte option, and registration gives you access to all sessions. Students are not factored in the budget.

Expenses: \$6,440

- **Zoom: \$440 for 4 Months** – The finance committee budgeted for multiple months of Zoom in case the full conference committee decides on a running series of sessions through the fall months. This budget item includes Zoom Pro with 2 hosts (in case concurrent sessions are desirable), the webinar add-on, and 100 GBs of cloud based recording so members can view the session later.
- **“Dead Money” \$6,000** – In the scenario that an agreement cannot be reached with both the Hilton and Capital Center, this is the total amount of dead money we would owe. While we are confident that an agreement will be reached, the finance committee felt that it was prudent to plan for the worse case scenario.

Revenue – Expenses = \$1,310

2020 Michael J. Krasner Memorial Scholarship Application Essay

Christopher Platt

To the Scholarship Committee:

Although Western New York is not my original home, over the past six years, it has become so and will likely remain my home for years to come. My exposure to Western New York started during my undergraduate experience at the SUNY College of Technology at Alfred State where I completed a Bachelor of Architecture degree. Through this experience I gained valuable design thinking skills which I now apply to my work in the planning program at the University at Buffalo as well as an appreciation for the Southern Tier region.

My interests in planning issues significant to Western New York are quite broad, and are adjusting in the wake of the pandemic we are experiencing now. The overarching theme that encompasses my many more specific planning interests is sustainability, without which no plan can be successful. Fundamentally, sustainability is the ability of a system to automatically replenish itself. While in architecture school I learned about environmental sustainability at the building level, but since I started studying planning, I have expanded my understanding of sustainability to also include economic, and social sustainability and to apply this wholistic vision of sustainability at the neighborhood, city, and regional scales. Addressing unsustainable systems in planning such as reliance on fossil fuels for transportation, powering and heating homes and businesses; auto-dependency; suburban sprawl; and destruction of agricultural land are all important to me as well as the success of our region. It is my view that as planners interested in sustaining our communities for centuries to come, we must convince residents and local leaders that our economy is a subsystem of our environment. That fundamental understanding is a prerequisite to internalizing the costs of inputs taken from the environment and waste released back into it. In addition to the master of urban planning, I am also pursuing the advanced graduate certificate in sustainability to learn more about how that concept can, and is, being applied locally in Western New York.

The ongoing Covid-19 pandemic has also shaped my interests in planning. Planning for density in ways that are healthy, economically efficient, and socially accepted will be critical in the next decade. There has always been overlap with planning and public health, but going forward planning can not happen effectively without incorporating public health into every decision which has led me to apply for our dual MUP + MPH program. Not only am I interested in planning to reduce the spread of communicative diseases, such as Covid-19, I am also interested in planning to reduce non-communicative diseases, such as obesity and heart disease, for improved health outcomes. The combination of these two schools of thought — urban planning and public health — will allow me to both individual health behavior decisions and the systemic forces that influence or limit health related options to a population. This correlates to a passion for walking and active transportation infrastructure — making waking and biking for everyday tasks the easy and enjoyable choice. Through working from home for a month, I have learned how important it is to incorporate walking into my daily routine, for both physical and mental health. This is a lesson that I am interested in teaching throughout my planning career.

I have not held a planning position yet, although I hope to use the knowledge and skills that I have gained from my graduate school experience to have a lasting, positive impact on the people and place where I choose to work. Planners are well positioned to be both leaders and listeners. I cannot fix the structural economic and political systems that have created the many problems found in Western New York, but I can listen to the people experiencing injustices caused by them and observe the data supporting those stories. Then, I hope to have the leadership capacity to act on what I heard and saw. An example is that there are people in Buffalo who cannot afford to heat their homes or even think about having the financial means, or control, to make their living space more energy efficient, therefore reducing utility costs. As a planner, I can advocate for more frequent inspections of rental property to ensure safe living conditions, to suggest that communities adopt the 2020 NYStretch energy code to make buildings more efficient, and work to expand the capacity of workforce training programs, such as those at the

Northland Workforce Training Center, to help address economic opportunities for residents. Having the mindset for holistically sustainable development from the start is essential to impacting whichever Western New York Community I work with.

I do not know yet exactly where I will be working in Western New York after graduation, but I am confident with my educational experience and local connections, I will find my place here. This semester, I had the great fortune to take Laura Quebral's Economic Development course. Through her lectures, lectures from guest speakers, and an ongoing conversation with her throughout the semester, I became very interested in working with the UB Regional Institute team and may have an internship opportunity this summer or possibly in the fall. I reached out to Laura because I was concerned that planning wasn't going to get me involved in implementation enough. She showed me that the work they do is just as much about getting out into the community and engaging with stakeholders as it is researching, and producing reports.

My interest in economic sustainability and implementation of planning practices has also led me to pursue an interest in real estate so that I can actively participate in shaping the built environment with good planning policies.

Buffalo truly is the best planned city in the world, and there is no other place that I would rather have as my urban laboratory or my home for the foreseeable future. The relationships I have made in Western New York with friends, teachers, and mentors are infinitely valuable to me. Based on my experience, I wholeheartedly understand why Buffalo is the "City of Good Neighbors."

Christopher G. Platt

Education

University at Buffalo 2021
Master's of Urban Planning (MUP)
Advanced Graduate Certificate in Sustainability
Specialization in Economic Development

SUNY College of Technology at Alfred State 2019
Bachelor's of Architecture (BArch)

Employment

Spring 2020 University at Buffalo, Dept. of Urban Planning
Teaching Assistant

July 2019 - May 2020 University at Buffalo, Dept. of Urban Planning
PAB Accreditation Staff Member
Responsibilities: Coordinating the Self Study Report for the fall 2020 PAB visit.

May 2018 - August 2018 SUNY Research Foundation
Designer
Responsibilities: Schematic master plan for a potential satellite campus of Alfred State College centered around a biorefinery as an industrial partner.

June 2017 - August 2017 LaBella Associates
Architectural Intern
Responsibilities: Architectural drafting in AutoCAD and Revit, modeling design options in Sketchup. Projects: Wayne ARC renovation, Price Chopper renovation

May 2016 - August 2016 David I. Carli, Architect
Lead Guaranty Building Model Technician
Responsibilities: Existing building documentation, laser cutter testing, production and quality control, AutoCAD drafting, model construction technology, final assembly touch up work in the exhibit space after model transport, professional model builders assistant.

Fall 2016, Fall 2018 Alfred State College Architecture Dept.
NAAB Team Room Curator
Responsibilities: Preparing a space for the display and storage of student work as well as a space for the NAAB Team members to work, collaborating directly with faculty, selecting and displaying student work, design of a model display table, assistant to the Chair.

Activities

President's Aspiring Leaders (PAL) Program Fall 18 - Spring 2019

Alfred State Architecture Dept. Search Committee Fall 18 - Spring 2019
