



**APA New York Upstate Chapter  
Executive Board Meeting  
Wednesday, October 2, 2019  
Annual Chapter Conference  
Hyatt Regency Rochester**

## 1. Roll Call

| Name  | Board Title                | Name  | Board Title                         |
|---|----------------------------|---|-------------------------------------|
| <input checked="" type="checkbox"/> Mark Castiglione, AICP          | President                  | <input checked="" type="checkbox"/> Mike Long, AICP                 | Officer Emeritus                    |
| <input checked="" type="checkbox"/> Sean Maguire, AICP              | Vice President             | <input checked="" type="checkbox"/> Dan Harp                        | Capital District, Section Co-Dir.   |
| <input checked="" type="checkbox"/> Eve Holberg, AICP               | Treasurer                  | <input checked="" type="checkbox"/> Jane Rice, JD, AICP             | Central NY, Section Director        |
| <input checked="" type="checkbox"/> John Czamanske, AICP            | Secretary                  | <input checked="" type="checkbox"/> 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"/> Sarah Gatti (for Rocky Navarro) | Western NY Section Director         |
| <input checked="" type="checkbox"/> Ellen Parker, AICP              | Membership Officer         | <input checked="" type="checkbox"/> Pat Tatich, AICP                | Planning Official Dev. Officer      |
| <input checked="" type="checkbox"/> Matt Ingalls, AICP              | Education Officer          | <input 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            | <input checked="" type="checkbox"/> William Barnes                  | Student Rep., Univ. at Albany       |
| <i>[Sean, Dan, Nicollette, Vicky and William were on the phone]</i> |                            |   |                                     |

2. **Additions/Changes to the Agenda.** 2020 Conference item moved up.
3. **Approval of 5/10/19 Meeting Minutes.** A motion to approve the minutes (Guarino, Bovenzi) was approved unanimously.
4. **2019 conference.** Thank Joe, he welcomed. Limited in space in hotel, need to be out by noon. M lots of work, JB thanked, lots of help from local committee
5. **2020 Conference.** Mark thanked Joe for all the work on this year's 2019 conference and that all were looking forward to the sessions and events. Joe welcomed everyone, mentioned what materials are provided at the registration desk, and that we needed to be out of the room by noon. Mark again expressed the board's appreciation for all the work to organize the conference; Joe recognized the dozen members of the local conference committee.

Dan related that all is set for September 23 – 25 at the new Albany convention center downtown. They are currently working on a room block at a nearby hotel. The sessions committee met last week and they're looking to present ideas and themes to the Section board later this month. Mark thanked Dan for the report and for stepping up to lead the Capital District Section following Kerry O'Connor's move to Seattle. Mark asked if the Capital Center contract was in place; Dan said it was in process. Mark mentioned his recent email about the high levels of sponsorship and suggested that Dan contact Jen Topa on that, and also to talk with Rich Perrin regarding conference expenses. Joe offered to help with lessons learned, form letters, and generally. Dan mentioned that conference co-chair Bob Murphy was in Rochester for the conference and would be reaching out to connect over the next few days. Mark asked Joe when the call for sessions went out. Joe said they did their first one in January and had a good initial response. There was some backfilling needed, but Joe suggested January or February would be a good target. Joe continued that because this is Chapter conference, he felt that it would be good to have more ideas generated by the

Chapter Board and upstate-wide level. Mark again thanked Dan for stepping up to lead the 2020 conference planning.

6. **Financial Report.** Eve related that there wasn't much of an update since the last meeting. The big thing is a travel grant we received for the President's travel expenses. We are in a more stable financial condition this year; we may end up with a balanced budget. Eve reported that a donation button has been added to the website for the Krasner scholarship. She suggested that the whole amount donated go over to Krasner, notwithstanding the small fee charged for each website transaction. There are still some outstanding expense claims for the President's travel to San Francisco; \$641 is left in that budget line but she was not expecting receiving the travel grant so it may be possible to make Mark whole for his travel.

Mark reviewed the financial statements as Sept 30 in the meeting packet, mentioning the cash basis accounting, and thanked Eve for her work. So far we're in good shape with a \$1500 dollar surplus. This year sort of anomalous in that there are two conference revenue items in the budget, with the 2018 conference revenue hitting the books in the second quarter of this year. It remains to be seen whether the 2019 conference revenue to the chapter will actually make it in this budget year.

Mark pointed to the second attachment, saying that Eve has done a look back at the story of deficits over the years, looking at budgeted versus actual since 2015. Deficits have ranged from about two thousand to thirteen thousand. We are striving toward balancing as we have discussed, and have been doing things to help, one of those being the successful push for sponsorships, which brings in about five thousand annually, helping to cover the costs of the Chapter Administrator. Other costs include the AICP Certification Maintenance (CM) provider fee of almost three thousand for the privilege of providing CM credits to members. Eve said the cost more like \$1250 but that we paid for two years this year, to rectify the situation from last year when APA national said we had paid but through Eve's insistence they finally realized that we had not.

Looking ahead to 2020, Mark mentioned that Eve put together a bank account overview, including the restricted scholarship and Section accounts so everyone can see where things stand. Mark thanked Eve, then mentioned we are slowly working through the Finance Committee at getting our financial house in order, and to track chapter and section finances more easily and effectively. Mark thanked Eve, Mike, Sean and Rich Perrin for volunteering to serve on that committee. Mark mentioned that following the Board's previous vote to purchase Quick books, that is getting set up. That process is ongoing and logins will be going to the Sections. It will make generating reports a lot easier, such as those to APA national and the annual tax reporting. The efficiencies will pay dividends.

Rich asked about the \$95 FAICP nomination fee and would the board consider reimbursing candidates for that. Mark said that could be discussed. Jim asked about a \$2300 expense for Sean. Eve said that Sean had represented the Chapter at the annual Chapter Presidents Council conference because Mark was unable to go. A motion to accept the financial report through 9/30/2019 (Guarino, Levy) as approved unanimously.

7. **New APA Logo.** Mark mentioned the new logo, which has not itself changed, but the tag line has been changed to focus on equity as well as overall look. The old tag line was "Making Great Communities Happen"; the new one is "Making Great Communities For All". Rich asked about the reverse color version and when do the different versions get used. Mark related that there are new branding guidelines; 24 pages. The positive logo, meaning the logo version which has its own background, is used when there is a white background

and when there can be color contrast to the logo's background. The reverse color logo is used when there is a darker, solid color background.

**8. FAICP Nomination Endorsement. Two Candidates: Michael Long, AICP and John Steinmetz, AICP.**

Mark began by mentioning that the Chapter presently has four FAICP members (Fellows of the American Institute of Certified Planners). Ellen clarified that one lives outside the Chapter but is a member. The board wants to assist other members to also achieve this distinction. (Mike excused himself from the meeting.) Mark reviewed the nomination process, and said Mike Long and John Steinmetz have asked the board for a nomination letter.

Mark described having met Mike when he started participating with the board and that when he received the nomination package he was extremely impressed because Mike is a very modest person. Mike's work as a paid professional and a volunteer is impressive and is well-deserving of FAICP. Awards Committee Chair Sean Maguire related that he's known Mike for many years and is impressed by what he's accomplished. Sean reviewed Mike's credentials and interest in the AICP designation; Mike exemplifies the qualities highlighted by the AICP College of Fellows. Eve mentioned that Mike has been active in the Upstate Chapter for many years, serving as both President, Section Director, and probably every other position. He helped guide the Chapter during a period of much growth and some financial troubles. Mike could have rested on his laurels after retiring but came back to continue serving on the board. Mark thanked Jim Levy for providing focus on FAICP nominations during his tenure as President. Rich commented that it is good to be able to recognize people for their service before they retire. Mark noted that doing so raises the profile of the planning profession, which Sean echoed.

Mark then described John Steinmetz, the next nominee. John was the first recipient of the Upstate Fellows Award. He is well-deserving and has many professional accomplishments. Mark mentioned that Molly Dodioso is working to advance John's nomination in part because he has been a mentor to her; something that he has done for others as well. Mark pointed to the nomination letter, that people spoke of his professionalism, getting the job done and his leadership. Joe mentioned that he has worked with John through his firm and now with Barton & Laguidice, both having done a lot of work with GTC. Joe is impressed with how John interacts with local officials and community members. He works very well with small, rural communities in Upstate and has carved out a niche; he is well-deserving of this distinction. Eve noted John's curiosity and his interest with what other communities are doing, even those not taking place in his hometown or that he's contractually obligated to attend.

Mark offered a motion, seconded by Rich, to advance both nominations. Darren asked about the process. Mark responded that he would write letters for each candidate with his reflections and board comments, which will be important for the nomination. The nominations are due next week. Eve mentioned that she would like to advance women in planning and believes a woman should be actively recruited for FAICP nomination next year because there are so many outstanding women in the chapter. Sean commented that the Women in Planning Division is also working on that nationwide. Pat related that she had considered applying for FAICP this year, but family issues have taken her attention away. She is working with a coach from the Women in Planning Division who has been helpful in looking at Pat's resume; someone who has been involved with the FAICP process and has very helpful insights. Pat is going to keep working with her and so will be looking toward

the 2022 nomination round. She suggested that women interested in FAICP should reach out to the Women in Planning Division as they have mentors willing to help. Pat also suggested that maybe a group could be put together a group to work on the future nominations. She also suggested that Ellen promote AICP to women who are earlier in their careers. Mark commented that the Upstate Chapter has fewer FAICP members in comparison to other chapters; the board should plan to send an email next year to those who qualify to get them interested. Rich mentioned Rocky's prior nomination, that lots of work went into it, but he didn't get selected; that caused people to step back.

Ellen asked about getting to the earlier comment about nomination fees. Mark related that historically the Chapter has not covered the FAICP nomination fee; it could but it needs some consideration. Sean and Jim suggested covering the fee if the Chapter itself submitted a nomination letter. After some discussion, the Mark amended his motion so as to both approve the current FAICIP nominations of Mike Long and John Steinmetz, and to have the Chapter cover the nomination fees in the future for those nominations supported by the Chapter. The amended motion was approved unanimously.

Jim commented that Sean's starting the Upstate Fellows Award was a great thing to begin giving focus to this sort of recognition, and asked Sean if there was a limit to the number of Upstate Fellows done each year. Sean said there wasn't and offered his thoughts with the proposed annual awards timeline change that would align it with the FAICP process, that he would like to see the Fellows nominations from the Awards Committee be endorsed by the Board, which would be a tacit endorsement for FAICP nomination. Mark thanked Sean. Sean mentioned last year's question about whether Rocky would want his FAICP nomination resubmitted; he wasn't, but maybe he'd be interested in advancing it in the next cycle. Sean and Mark both commented that Rocky had been a mentor to them and wasn't one to seek awards for himself. Rich asked how many should be budgeted. Mark thought maybe two a year; not limiting but for the budget. Ellen commented about all the work needed for the nomination. Mark related that the acceptance rate is higher for second nominations.

9. **Draft Fiscal Policies and Procedures.** Mark related this is a work in progress and that he met recently with Mike, Eve, Sean and Rich Perrin. [Mike Long returned.] Mark said he had adapted something from another two other chapters. Part of getting our financial house in order is having a policy document. The Finance Committee provided helpful edits in June; Mark hasn't yet made those changes to the document. It establishes the relationships between Chapter and Section finances, processes for making payments and other transactions. As a non-profit corporation we are subject to various New York rules for these matters. Mark pledged to schedule another Finance Committee meeting to continue this work. He noted that thankfully Rich Perrin has volunteered to set up Quick Books after finishing his conference treasurer duties. Darren asked if the document included a conflict of interest attestation for officers. Mark said he believed there was a conflict of interest section in the draft; there was discussion as to which policy document that should be in, such as the bylaw, policies and procedures or the fiscal policies. Mark made a note to follow up.
10. **2019 Chapter Awards.** Mark thanked Sean for his work on the awards program and that it was unfortunate he could not be at the conference; Joe Bovenzi has agreed to present the awards at the luncheon tomorrow. Sean related that there was a good crop of candidates this year, with a total of twenty-six nominations. That number may be misleading at first because they were initially also looking at the Western Section award winners. There are eighteen Chapter awards this year, including four student awards, three distinguished leadership awards, eight best practice awards, two implementation awards and one public outreach



award. Moving forward Sean foresees a much earlier February 1 call for award nominations. He would like better timing to get to October conference; it was too tight this year. There would be a May 31 nomination deadline, an August 1 notification of awards, and planning completed for the conference award presentation by September, well in advance of the actual conference. That gives almost two months between notifying winners and the conference, so that luncheon presentation coordination will be much better.

Sean related a few challenges on which he wanted board input. We've had limited success getting volunteers to work on the Awards Committee; Section participation has waned. Sean described how he thought for the Capital District that maybe the immediate past Section Director could be the awards rep but that is problematic. Recently, it has been assumed that the Section Directors would be the Awards Committee rep, if they didn't name somebody else, but that hasn't worked everywhere. It needs to be revisited. It could be younger members who want to be involved but don't want to or aren't ready to jump into a leadership position yet. This is complicated by the Western Section having its own rewards program; they're automatically sent to the Chapter for consideration as well but there can be a lot. There is a need to address past practice and provide equity to other sections that don't have their own awards programs. There was discussion about how this has worked in the past, and about differing opinions about the actual application or nomination forms, both at the Chapter and Section level, and whether it was online or paper. Following that discussion, Mark said there's a need to eliminate any confusion which may exist about how this works and suggested a committee. He also reminded everyone that at a recent board meeting we had discussed the question of recognizing work by Chapter members for places geographically outside the chapter, which has gone back and forth over the years; this also needs to be settled. It's a philosophical issue. Mark said he personally supports recognizing the work of chapter members regardless of where done, but others differ in regard to bestowing Chapter Awards. There was further discussion about the format of nominations; similarities or differences at the Section, Chapter and National levels; and whether nominations should be forwarded automatically from one level to the next. Mark noted there is already an Awards Committee but as Sean noted it needed to be reconstituted, and it should be with balanced representation across upstate and between public / private sector planners. That committee would then bring back recommendations on these matters to the board. Sean said he would do some outreach and then brainstorm with the committee. It was agreed that this should be reported out at the January 2020 board meeting, so that decisions can be made in order to issue the call for award nominations by February 1. Mark thanked Sean for his work.

## 11. Section Director Updates.

**Genesee Finger Lakes.** Joe said that obviously their focus has been on conference planning. After it wraps they'll look at their work plan for next year, with maybe a post-conference social event. The Section annual meeting is scheduled for January.

**Central.** Jane. Still interested in being a section, taking baby steps this year. They've accomplished over half of the work plan. A Section Board meeting was held yesterday; the board members agreed to serve another year. They are going to hold a networking event before the end of the year, and they will work from the 2019 work plan to create a 2020 plan. Jane related that they had a lot of discussion about Planners Day, wondering if this would be a good time to talk about it. They're thinking of doing something that wouldn't be a conference; maybe a speakers series. They're also looking to be more active with the web page. Mark thanked Jane for her leadership and said the Chapter is open to whatever the

Section would like to do to get their members out, and really that was what the Chapter starting Planners Day in Syracuse tried to do. Jane explained her board had questions about Planners Day because they didn't know the history. Ellen mentioned that in the first year following on the heels of the regional conference in Saratoga it was a way to have awards since there was no chapter conference that year. It was a way to provide CM credits for members who couldn't attend the regional APA conference and to have an awards program. The Syracuse/Central Section was chosen to make travel easier, but also to help give focus to Central. Pat and Mark emphasized that the board was concerned about providing benefit to Section members in a time when the Section Board wasn't active. It was a budget-friendly event for members; they could justify attending even if they had attended the regional conference. People have liked the one day outing and the venue, though it hasn't made money. Jane wondered whether it continues as a Section thing. More discussion. Jim related that Brian took it on for the first few years and made it happen. Joe commented that he liked the event; it would be hard to justify travel for one speaker; he'd support keeping it. Joe added that we should look at overall event / conference scheduling in that next year the Chapter conference is in Albany, with the National 2021 conference in Boston. More discussion regarding timing. Mark concluded by saying it seems there's consensus that Planners Day has been a success and that the Board wants to discuss working together with the Section on continuing Planners Day, but that the Chapter board also supports the Section wanting to do a speaker series. Jane mentioned the speakers series is a new idea, but that the overarching idea expressed by her Section board was to not do something that is already well-provided. One of the Planner Day values is being able to provide CM credits. Jim said that in NY city the chapter and sections get together more often, but it isn't as easy upstate. Jim suggested considering a new and different way to get together maybe in a different area of the state than we normally do, maybe the Adirondacks and with an international speaker to draw people out; it would be more costly but it would be shorter. More discussion about formats, speakers, sponsorships, cost. Jane said she heard clearly the desire to keep doing a Planners Day and that it is somewhat easier to do given that all the logistics have been worked out; we just need to settle on a date for 2020 and a format for the day. Mark reviewed that the Board has tried to make it more of revenue neutral thing budget-wise by cost-sharing with the Section. Jim asked about sponsorships maybe specifically for that. Mark related that we presently have annual sponsorships and conference specific sponsors. Mark thought it would be good to poll consulting planners about this. Jim offered that it would be helpful for sponsor budgeting to know the full menu of potential sponsorship levels and costs early in the year when they're deciding how much sponsorship to take on. Discussion. There is a need to discuss with Highland Planning about what is packaged in the solicitation for sponsorships. Mark concluded by saying he would work with Jane on cost-sharing for Planners Day and that event planning should begin earlier than this year. Mark thanked Jane. Jane commented that it has been nice working with Eve on the financial matters.

**Western.** Sarah Gatti reported that the Section has had several events. There were seventy people at their May annual awards event; they did a post event survey which will be considered for next year. She is the new events coordinator. They also had a free lunch and learn that ten people attended; an August happy hour with thirty attending; and they're thinking about quarterly happy hours. In response to a question, Sarah noted the Section only helped with food at the happy hour and needs to look at this moving forward. At their last Section board meeting they talked to Dan Hess from the University at Buffalo urban planning program about a strategic plan review of the UB planning Masters program, offering comments for that. Sarah said they're also planning a tour in October and a happy

hour with civil engineers in November. She concluded by saying the Section is working through online account issues and have formed a preliminary 2021 conference committee.

## 12. Committee Updates/ Work Plan Review

**A. Legislative.** Darren reported on the Policy and Advocacy Conference in DC last week; Sean was the official Chapter rep. The APA Great Places Awards were presented at the conference. Amsterdam won an award for their pedestrian bridge over the canal. The local Congressman, State Assemblyman and Mayor were all there for the award. It always a good conference, especially to hear what other states and chapters are doing in terms of legislative advocacy. There was training in that regard. Darren said that working with the Legislative Committee the 2020 work plan will essentially be the same; building out the committee is the primary goal. A key thing is to identify legislation of interest to members which helps to build partnerships, identify contacts in state government, and learn from other chapters. Plenty of opportunities; he'll look to report back at the next meeting. Mark thanked Darren for his work; saying it's good to have the committee engaged with other organizations and to be able to more quickly respond to issues when needed. Darren mentioned that he met with the Metro chapter representative at the conference and hopes to work with them on something.

**B. Bylaws.** No updates.

**C. Financial.** (earlier in meeting)

**D. 2020 Work Planning.** Mark said the link to the current work plan was at the top of the agenda and asked that people review it, focusing on their positions and any focus areas that people want to work on in 2020. Don't bite off more than can be chewed. Send comments to Mark based on what was in 2019 plan; if no changes let him know. Get to Mark before the November meeting for adoption in January. Mark will reach out for comments on the annual report to national.

**13. Communications, Outreach, Partnerships.** Mark congratulated Amanda for the Great Places Award and her work to pull together the application. She couldn't be there because she was traveling; she thanked Sean and Darren for their help. Amanda reported that she is hoping to post to social media aggressively in October since it is Planning Month; she'll be posting every day from the conference. She wants to emphasize focus on the sections as well during the month. The National focus is infrastructure but she's leaving up to sections and what they want to showcase. She is hoping to make things interactive. Amanda reported that the Facebook page spamming issue has been fixed. She said to use #planningmonth for national and she'll come up with a hashtag for upstate APA. Amanda said she's working on the merchandise discussion from the last meeting. She wants a site that can be integrated with the chapter web page but she hasn't yet found a good vendor with backend processing for shipping and payments so we don't have to deal with that. She wants a single vendor that has all types of merchandise. Please send any suggestions. Amanda said she tries to be proactive in posting things she sees, but reminded everyone to just shoot her a message when they want something shared on the web page. Marked thanked Amanda for her work.

**14. PDO Update.** Rich recounted that he had sent around a CM credit listing by email. It has gone from 199 a year to about 240 this year; there is one multi-session event that will take that over 250. Those represent just those credits he's certified; it doesn't count the Ohio chapter webcast credits we co-sponsor. There isn't anything from the Southern Tier; not sure if they certify credits locally. Contact Rich if there are any questions about how to get things certified. Rich developed templates for single session and multi-session events to help

people submit to their Section PDO; they facilitate the process of copying and pasting the information into the official APA CM desktop he is required to use.

- 15. Education Officer Update.** Matt reported his primary focus has been on the student poster showcase brought back this year for the conference, for which there are five posters: University at Albany, Rochester Institute of Technology, Geneseo, University of Rochester, and the University at Buffalo. He sent an initial email in May and then followed up with schools in August. Mark thanked Matt and commented that it was good to have participation from students.
- 16. Membership Officer Update.** Ellen asked if people are receiving her membership spreadsheet emails; yes. She said the membership is pretty stable at about eight hundred. The spreadsheet opens to a summary, with students and new planners broken out; students are free and the number of new planners effects the rebate formula. Cornell has almost 400 students that are members; there are more Cornell student members than regular members. Mark thanked Ellen for her report and work.
- 17. County Planning Directors Liaison.** Nicolette said she didn't have anything to report. Mark thanked her for keeping up the relationships.
- 18. Planning Official Development Officer.** Pat reported on the NY Planning Federation conference this spring at the Sagamore. The Chapter's APA table was fielded by Amanda and Chris Belden. She plans to coordinate a similar setup for next year's NYPF spring conference. Pat related that she had participated in a number of planning and zoning schools for local officials put on jointly by the Association of Towns and NYPF; she and two other planners participated and she recommend that to other planners. participation by planners at those sessions. Pat has told the Association of Towns they should feel comfortable reaching out to the Chapter in regard to training and information needs. Pat and Mark commented on raising the profile of planners through such things and also CM credit sponsoring. It is good promotion and presents value to allied organizations. If you encounter an organization working to present content that is worth of CM credit, try to extend the offer and help shepherd the process of getting the event or training certified for CM. Mark mentioned the recent CCLR event; they were appreciative of being able to offer the CM credit, of the cachet provided by using the APA logo, and noted a positive impact on their attendance.
- 19. Liaison to Ontario Prof. Planners Institute (OPPI).** Vicki apologized for being very busy this summer; it wasn't possible to work on a cross-border twitter chat. OPPI is still interested. Mark suggested a likely coordination partner would be someone from the Western NY section. Sarah mentioned talking with George McKibbon about a potential topic looking at the high Lake Ontario water levels; she said they would reach out to Vicki.

The meeting adjourned at 12:05 PM.

*Respectfully submitted,  
John Czamanske*



APA New York Upstate Chapter  
Board Meeting Agenda  
Wednesday, October 2, 2019  
10am –12 pm  
Annual Chapter Conference

Hyatt Regency Rochester, Wilmore Room, 125 E Main St, Rochester, NY 14604  
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 5/10/19 Meeting Minutes*   | John                            |
| 4. Financial Report*  | Eve/Mark                        |
| 5. New Chapter Logo   | Mark                            |
| 6. FAICP Nomination Endorsement   |                                 |
| <ul style="list-style-type: none"><li>• Michael Long, AICP</li><li>• John Steinmetz, AICP</li></ul>                             |                                 |
| 7. Draft Fiscal Policies and Procedures   | Mark                            |
| 8. Chapter Conference   |                                 |
| <ul style="list-style-type: none"><li>• 2019 Conference</li><li>• Awards Program</li><li>• 2020 Status</li></ul>                | Joe Bovenzi<br>Sean<br>Dan Harp |
| 9. Five-minute Section Directors Update(s)  | Section Directors               |
| 10. Committee Updates/ Work Plan Review   |                                 |
| <ul style="list-style-type: none"><li>• Legislative</li><li>• Bylaws</li><li>• Financial</li><li>• 2020 Work Planning</li></ul> | Darren<br>Mark<br>Mark<br>Mark  |
| 11. Communications, Outreach, Partnerships  | Amanda/Mark                     |
| <ul style="list-style-type: none"><li>• Newsletter</li><li>• Planning Month</li></ul>   |                                 |
| 12. PDO Update  |                                 |
| <ul style="list-style-type: none"><li>• CM Updates</li></ul>  | Rich                            |

**13. Education Officer Update**

**Matt**

- [AICP Candidate Program](#)

**14. Membership Officer Update**

**Ellen**

**15. Planning Official Development Officer**

**Pat**

**16. County Planning Officer**

**Nicolette**

**17. Liaison to OPPI**

**Vicky**

**18. Other Business/ News**

**19. Motion to Adjourn**



**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 year's 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*

## NY Upstate Chapter of APA

### 2019 Budget

Prepared by Eve Holberg, Chapter Treasurer

September 30, 2019

| Expenses                            | 2019<br>Budget  | Q1             | Q2             | Q3             | Q4             | Total           | +/-            |
|-------------------------------------|-----------------|----------------|----------------|----------------|----------------|-----------------|----------------|
| Accountant                          | \$1,200         |                | \$1,175        |                |                | \$1,175         | \$25           |
| APA Section Rebates                 | \$4,000         | \$1,016        | \$1,290        |                |                | \$2,306         | \$1,694        |
| Awards Program                      | \$200           |                |                |                | \$366          | \$366           | (\$166)        |
| Certification Maintenance (CM) fees | \$2,508         | \$2,508        |                |                |                | \$2,508         | \$0            |
| Chapter Only Rebates                | \$100           | \$100          | \$50           |                |                | \$150           | (\$50)         |
| Contingency                         | \$200           |                |                |                |                | \$0             | \$200          |
| Planners Day                        | \$4,000         | \$2,150        | \$1,240        |                |                | \$3,390         | \$610          |
| Insurance                           | \$1,550         |                | \$1,460        |                |                | \$1,460         | \$90           |
| Krasner Scholarship (Restricted)    | \$1,500         |                |                |                | \$1,500        | \$1,500         | \$0            |
| Stu Stein Scholarship (Restricted)  | \$1,875         |                |                |                |                | \$0             | \$1,875        |
| Meeting Expenses/Board Expense      | \$250           |                |                |                |                | \$0             | \$250          |
| President                           | \$3,500         |                |                | \$1,485        | \$1,874        | \$3,359         | \$141          |
| President's Contingency             | \$500           |                |                |                |                | \$0             | \$500          |
| Pro. Dev./ Sponsorships             | \$150           | \$150          |                |                |                | \$150           | \$0            |
| Staff Support                       | \$10,000        | \$2,977        | \$1,238        | \$1,732        |                | \$5,946         | \$4,054        |
| Student Initiatives                 | \$0             |                |                |                |                | \$0             | \$0            |
| Online expenses/PO/Office supplies  | \$250           | \$317          | \$24           |                |                | \$340           | (\$90)         |
| Miscellaneous                       | \$0             | \$389          | \$35           |                |                | \$424           | (\$424)        |
| Squarespace fees                    | \$500           |                | \$216          |                |                | \$216           | \$284          |
| <b>Totals</b>                       | <b>\$32,283</b> | <b>\$9,606</b> | <b>\$6,727</b> | <b>\$3,216</b> | <b>\$3,740</b> | <b>\$23,290</b> | <b>\$8,993</b> |

| Revenues                                | 2019<br>Budget  | Q1             | Q2              | Q3             | Q4         | Total           | +/-              |
|---|-----------------|----------------|-----------------|----------------|------------|-----------------|------------------|
| APA Rebates                             | \$10,000        | \$2,770        | \$4,037         | \$1,521        |            | \$8,328         | (\$1,672)        |
| Chapter Memberships                     | \$1,000         | \$213          | \$217           | \$71           |            | \$501           | (\$499)          |
| Planners Day                            | \$800           | \$1,416        | \$747           |                |            | \$2,163         | \$1,363          |
| Planners Day CNY 2018                   | \$0             |                | \$927           |                |            | \$927           | \$927            |
| Planners Day CNY 2019                   | \$0             |                | \$614           |                |            | \$614           | \$614            |
| Chapter Conference 2018                 | \$4,500         |                | \$4,332         |                |            | \$4,332         | (\$168)          |
| Chapter Conference 2019                 | \$5,000         |                |                 |                |            | \$0             | (\$5,000)        |
| Chapter Presidents Council Travel Grant | \$0             |                |                 | \$700          |            | \$700           | \$700            |
| Interest Income                         | \$2             | \$1            | \$1             | \$1            |            | \$2             | (\$0)            |
| Krasner Scholarship (Restricted)        | \$1,500         |                |                 | \$1,500        |            | \$1,500         | \$0              |
| Stu Stein Scholarship (Restricted)      | \$1,875         |                |                 |                |            | \$0             | (\$1,875)        |
| Refunds and Other Miscellaneous Income  | \$0             | \$389          |                 |                |            | \$389           | \$389            |
| Sponsorships                            | \$5,000         | \$4,746        | \$600           |                |            | \$5,346         | \$346            |
| <b>Totals</b>                           | <b>\$29,677</b> | <b>\$9,535</b> | <b>\$11,474</b> | <b>\$3,793</b> | <b>\$0</b> | <b>\$24,803</b> | <b>(\$4,874)</b> |

|                      |                 |  |  |  |  |                |                |
|----------------------|-----------------|--|--|--|--|----------------|----------------|
| <b>Profit (Loss)</b> | <b>-\$2,606</b> |  |  |  |  | <b>\$1,513</b> | <b>\$4,119</b> |
|----------------------|-----------------|--|--|--|--|----------------|----------------|

**NY Upstate Chapter of APA  
2015-2018 Budgets and 2019 Proposed Budget**

Prepared by Eve Holberg, Chapter Treasurer

January 18, 2019

| Expenses                                   | 2015<br>Proposed | 2015<br>Actual  | 2016<br>Proposed | 2016<br>Actual  | 2017<br>Proposed | 2017<br>Actual  | 2018<br>Budget  | 2018 Actual     | 2019<br>Budget  |
|--|------------------|-----------------|------------------|-----------------|------------------|-----------------|-----------------|-----------------|-----------------|
| Accountant                                 | \$1,200          | \$100           | \$2,725          | \$2,025         | \$950            | \$1,265         | \$1,200         | \$2,240         | \$1,200         |
| APA Section Rebates                        | \$4,000          | \$3,505         | \$3,750          | \$4,003         | \$4,500          | \$4,376         | \$4,500         | \$3,366         | \$4,000         |
| Awards Program                             | \$400            | \$206           | \$250            | \$213           | \$200            | \$52            | \$200           | \$277           | \$200           |
| Board Retreat Nov. 2015                    | --               | \$1,809         | --               | --              | --               | --              | --              | --              | --              |
| CM Fees                                    | --               | \$0             | \$1,254          | \$1,254         | \$1,254          | \$1,254         | \$1,254         | --              | \$2,508         |
| Chapter Only Rebates                       | \$100            | \$130           | \$150            | \$240           | \$250            | \$30            | \$80            | --              | \$100           |
| Chaper Conference Advance                  | \$1,000          | --              | \$1,500          | --              | --               | --              | --              | --              | --              |
| Conference includes Constant Contact       | \$1,000          | \$50            | \$300            | \$225           | --               | --              | --              | --              | --              |
| Contingency                                | \$200            | --              | \$200            | \$216           | \$200            | \$100           | \$200           | --              | \$200           |
| Planners Day (two in 2017)                 | \$10,000         | \$4,372         | \$5,000          | \$3,723         | \$8,000          | \$11,175        | \$4,000         | \$3,438         | \$4,000         |
| Insurance                                  | \$600            | \$1,394         | \$1,500          | \$1,425         | \$1,500          | \$1,340         | \$1,500         | \$1,508         | \$1,550         |
| Krasner Scholarship (Restricted)           | \$1,525          | \$1,514         | \$1,525          | \$1,514         | \$1,525          | \$1,500         | \$1,525         | \$2,118         | \$1,500         |
| Stu Stein Scholarship (Restricted)         | --               | --              | --               | --              | \$1,875          | \$1,875         | \$1,875         | --              | \$1,875         |
| Legislative Officer                        | \$1,000          | --              | --               | --              | --               | --              | --              | --              | --              |
| Meeting Expenses                           | \$500            | \$616           | \$750            | \$184           | \$250            | \$527           | \$250           | --              | \$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         | \$3,500         |
| President's Contingency                    | \$500            | \$298           | \$500            | --              | \$500            | --              | \$500           | \$500           | \$500           |
| Pro. Dev./ Sponsorships                    | \$350            | \$150           | \$1,000          | \$800           | \$750            | \$375           | \$750           | \$150           | \$150           |
| Section Mini-Grant Program                 | --               | --              | --               | --              | --               | --              | --              | --              | --              |
| Staff Support                              | \$10,000         | \$9,545         | \$10,000         | \$8,747         | \$10,000         | \$8,638         | \$10,000        | \$13,912        | \$10,000        |
| Student Initiatives                        | \$600            | --              | \$600            | \$200           | \$600            | \$750           | \$600           | --              | --              |
| Website/Online expenses/PO/Office supplies | \$350            | \$403           | \$500            | \$250           | \$500            | \$383           | \$500           | \$261           | \$250           |
| Website -- new standalone category in 2016 | --               | --              | \$1,500          | \$1,566         | --               | --              | --              | --              | --              |
| Miscellaneous Refund                       | --               | --              | --               | --              | --               | --              | --              | --              | --              |
| Squarespace fees                           | --               | --              | --               | --              | --               | --              | \$500           | \$345           | \$500           |
| <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> | <b>\$32,283</b> |

| Revenues                                | 2015<br>Proposed | 2015<br>Actual  | 2016<br>Proposed | 2016<br>Actual  | 2017<br>Proposed | 2017<br>Actual  | 2018<br>Proposed | 2018 Actual     | 2019<br>Actual  |
|---|------------------|-----------------|------------------|-----------------|------------------|-----------------|------------------|-----------------|-----------------|
| APA Rebates                             | \$11,000         | \$8,383         | \$9,754          | \$11,357        | \$12,000         | \$11,567        | \$12,000         | \$10,451        | \$10,000        |
| 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         | \$1,000         |
| Planners Day                            | \$5,000          | \$5,130         | \$1,500          | \$850           | \$1,700          | \$574           | \$800            | \$1,583         | \$800           |
| President's Travel Grant                | --               | --              | \$402            | \$402           | --               | --              | --               | --              | --              |
| President's Travel Insurance            | --               | --              | --               | \$381           | --               | --              | --               | --              | --              |
| Chapter Conference                      | --               | --              | \$5,000          | \$6,876         | --               | \$7,480         | \$5,000          | --              | \$5,000         |
| Chapter Conference Previous Year        | --               | --              | --               | --              | --               | --              | --               | --              | \$4,500         |
| Interest Income                         | \$4              | --              | \$3              | --              | \$3              | \$2             | \$2              | 26.76           | 2               |
| Krasner Scholarship (Restricted)        | \$1,500          | \$1,500         | \$1,500          | \$1,500         | \$1,500          | \$1,500         | \$1,500          | \$2,118         | \$1,500         |
| Stu Stein Scholarship (Restricted)      | --               | --              | --               | --              | \$1,875          | \$1,875         | \$1,875          | \$0             | \$1,875         |
| Sponsorships                            | \$2,500          | \$1,500         | \$2,500          | \$4,400         | \$4,500          | \$7,185         | \$4,500          | \$5,310         | \$5,000         |
| 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>\$29,677</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> | <b>-\$2,606</b> |



| Calendar Q2 2019 | Chapter     | CDPA       | CNY        | GFL         | SOTR       | WNY        |
|------------------|-------------|------------|------------|-------------|------------|------------|
| Checking         | \$716.49    | \$1,902.88 | \$8,121.08 | \$11,430.13 | \$7,272.14 | \$6,088.08 |
| Savings          | \$7,649.76  | \$7,201.92 |            |             | \$814.09   |            |
| Kras             | \$4,028.22  |            |            |             |            |            |
| Stu Stein        | \$9,633.01  |            |            |             |            |            |
| CDs*             | \$15,114.07 |            |            |             | \$5,291.75 |            |

|  |             |            |            |             |            |            |             |
|--|-------------|------------|------------|-------------|------------|------------|-------------|
| Restricted                                       | \$13,661.23 |            |            |             |            |            | \$13,661.23 |
| Unrestricted                                     | \$8,366.25  | \$9,104.80 | \$8,121.08 | \$11,430.13 | \$8,086.23 | \$6,088.08 | \$51,196.57 |
| CDs  | \$15,114.07 |            |            |             | \$5,291.75 |            | \$20,405.82 |
| * Balance for chapter's two CDS is 2018 year end |             |            |            |             |            |            | \$85,263.62 |

Today (relevant accounts):

| 9/30/2019 | Chapter    |
|-----------|------------|
| Checking  | \$3,792.31 |
| Savings   | \$5,149.88 |

Immediate encumbrances on Chapter checking

|                                   |            |
|-----------------------------------|------------|
| Krasner                           | \$1,500.00 |
| Sean McGuire expenses             | \$2,239.56 |
| Calendar Q3 rebates (est)         | \$1,150.00 |
| Total                             | \$4,889.56 |
| Gap (requires transfer from svgs) | \$1,097.25 |

October 10, 2019

**APA NY UPSTATE CHAPTER**

**FAICP  
2020**

**NOMINATION FOR  
JOHN E. STEINMETZ**



The American Planning Association's  
Professional Institute  
**American Institute  
of Certified Planners**  
*Making Great Communities Happen*

# 2020 FAICP NOMINATION FORM

## DEADLINE: October 10, 2019

### CAREER FOCUS AREA(S)

I nominate John E. Steinmetz to the 2020 College of Fellows of the American Institute of Certified Planners. This nomination is based on distinction in the following career focus area(s) (please select all that apply):

- Professional Practice
- Teaching and Mentoring
- Research
- Community Service and Leadership

### THE NOMINEE

John E. Steinmetz, AICP

NAME

Barton & Loguidice

AGENCY/ORGANIZATION

81 West Ave

ADDRESS

Hilton NY 14468

CITY

STATE

ZIP

(585) 797-7634 107178

PHONE

APA ID#

jsteinmetz@bartonandloguidice.com

E-MAIL

### THE NOMINATOR

New York Upstate Chapter

NAME OF CHAPTER, DIVISION, OR 10 AICP MEMBERS

Molly Gaudio, AICP

CONTACT NAME

Barton & Loguidice, 11 Centre Park, STE 203

ADDRESS

Rochester NY 14614

CITY

STATE

ZIP

(585) 771-0886 (585) 325-4856

PHONE

FAX

mgaudio@bartonandloguidice.com

E-MAIL

**ADDITIONAL INFORMATION**

**1. Nominee has been nominated to the College of Fellows previously:**

- Yes (If so, what year(s) \_\_\_\_\_)
- No

**2. Nominee identifies as the following:**

- Public Sector Planner
- Private Sector Planner
- Both Public/Private
- Other (please specify \_\_\_\_\_ )

**3. Name to be printed on certificate:** John E. Steinmetz

**NOMINATION PACKAGE INSTRUCTIONS**

Please email your completed nomination package to [fellows@planning.org](mailto:fellows@planning.org) as a **single PDF file** (preferably not scanned) along with **a separate, high-resolution, digital, portrait-style photograph** saved with the nominee's name, e.g., "Jane Jacobs.jpg." A confirmation email will be sent once received. APA no longer accepts hard paper copy or CD/DVD nomination packages mailed to the APA office.

*Nomination packages lacking submission items will not be considered.*

**NOMINATION FEE PAYMENT**

- A check for the \$95.00 nomination fee is included
- Please charge my credit card:
  - American Express
  - MasterCard
  - Visa

\_\_\_\_\_  
CREDIT CARD NUMBER

\_\_\_\_\_  
EXP. DATE

\_\_\_\_\_  
CARDHOLDER'S NAME

\_\_\_\_\_  
CARDHOLDER'S SIGNATURE



The American Planning Association's  
Professional Institute  
**American Institute  
of Certified Planners**  
*Making Great Communities Happen*

# 2020 FAICP NOMINATION CHECKLIST

This nomination checklist *must be included immediately following the nomination form* in the submission.

## PROCESSING FEE

- All nominations must be accompanied with a processing fee of \$95.00. Please mail a check or fill out the credit card information **with the nomination form** to the address below postmarked by the deadline: October 10, 2019.

American Planning Association  
Attn: FAICP Nominations  
205 N. Michigan Avenue, Suite 1200  
Chicago, IL 60601

## SUBMISSION ITEMS

Please make sure (checking the boxes provided) that the following submission items are included and placed in the order below. The full nomination must be submitted with all items in order in a single PDF document.

- 2020 FAICP Nomination Form
- 2020 FAICP Nomination Checklist
- Nominator Endorsement Letter signed by nominator (not to exceed three pages)
- One-page narrative statement (including five succinct bullet points—no more than two lines each) highlighting greatest accomplishments (one-page maximum)
- Annotated resume (not to exceed 10 pages)
- Letters of support (minimum of five and maximum of 10; two pages maximum for each), preceded by a one-page listing of the individuals submitting letters of support
- 100-word statement highlighting the nominee's greatest accomplishments, including reference to the region or communities they most influenced
- No hyperlinks included anywhere in the nomination materials
- High-resolution digital headshot of nominee (*file saved with nominee's name, e.g., "Jane Jacobs.jpg," and submitted separately from other nomination materials*)

## SIGNATURE

By signing below, the Nominator and Nominee both confirm that the information contained in the nomination package is 100% accurate and has been thoroughly reviewed prior to submission.

\_\_\_\_\_  
SIGNATURE OF NOMINATOR

\_\_\_\_\_  
DATE

\_\_\_\_\_  
SIGNATURE OF NOMINEE

\_\_\_\_\_  
DATE

## ADDITIONAL QUESTIONS

For additional information or questions, please contact:

Email: [fellows@planning.org](mailto:fellows@planning.org)

Phone: 312.786.6739

John E. Steinmetz, AICP

APA NY UPSTATE CHAPTER NOMINEE

FAICP  
2020

**ENDORSEMENT LETTER**

**JOHN E. STEINMETZ, AICP**

October 10, 2019

**AMERICAN PLANNING ASSOCIATION  
ATTN: FAICP SELECTION COMMITTEE  
205 N. MICHIGAN AVENUE, SUITE 1200  
CHICAGO, IL 60601**

**RE: NY UPSTATE APA CHAPTER NOMINEE, JOHN STEINMETZ**

Dear FAICP Selection Committee,

Respectfully submitted,

Mark Castiglione, AICP  
**NY UPSTATE APA CHAPTER  
PRESIDENT**

ENDORSEMENT LETTER







John E. Steinmetz, AICP

APA NY UPSTATE CHAPTER NOMINEE

FAICP  
2020

**NARRATIVE STATEMENT**

## JOHN E. STEINMETZ, AICP

In the nearly 25 years of John Steinmetz's planning career, he has epitomized the role of an AICP Fellow. John has made long-lasting impacts not only on the communities in which he's worked, but also with his creative and endless contributions to the practice of planning in our region. He has and continues to exhibit a high level of excellence and professionalism in all that he does, whether it be fulfilling his role as a practitioner, community leader, or mentor.

John has balanced planning experience between the public and private sectors, which has provided him with a unique ability to reach across the table and collaborate with municipalities, elected officials, investors, technical specialists, and the general public to achieve common ground and advance projects with a high degree of success and community support. He is not only lead by his expertise and experience in the planning profession, but also his skills in establishing strong relationships with clients and citizens based on trust and understanding.

The significance of John's planning prowess does not end with his professional career. He also has invested his personal time to become a champion and leader of the communities he has calls his own—his hometown, the Village of Hilton (NY), and where he grew up, the Village of LeRoy (NY). During his time in school, John volunteered to work in the administrative office for the Village of LeRoy where he created and implemented an efficient and effective capital budget tracking and planning system still utilized today. Once established in the planning profession, John dedicated many hours of service as a member of the Conservation Board in the Town of Parma (encompassing Hilton) and Chairperson of the Planning Board in the Village of Hilton. He held these positions for nearly 11 years, helping to directly shape the community he lived in and strive for improved public and private investment and a brighter future.

One of the most notable qualities of John, however, is his ability to simultaneously educate and empower up and coming planners. No matter the official position or title John has held over the years, he has been a constant support for other planners and professionals around him. His standards for success help to push those around him to become better critical thinkers, communicators, and change agents. He puts the education and development of others before his own pursuit of success, making the greatest effort to nurture the natural value and talent in his colleagues. The value of his mentorship is evident in the high level of growth others have achieved under his guidance, not only support the individual, but also the elevation of the profession.

Upon reflection, John identified the following as his top five career highlights:

- ▶ Being an integral part of re-establishing the planning culture in our region amongst communities and decision-makers by continually demonstrating the value of our profession.
- ▶ Developing planning and regulatory practices that have become industry standards for planners in the public and private sectors throughout Upstate and Western New York.
- ▶ Mentoring two of the best planners in Upstate New York and serving as a counselor to countless young planners and colleagues.
- ▶ Assisting communities with a wide range of implementation efforts that have taken ideas and transformed them into tangible, catalytic projects.
- ▶ Establishing one of the only independent planning firms in Upstate New York that successfully operated without a disadvantaged businesses classification from 2004 to 2018.

John E. Steinmetz, AICP

APA NY UPSTATE CHAPTER NOMINEE

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2020

**ANNOTATED RESUME**



**SENIOR MANAGING PLANNER**  
**BARTON & LOGUIDICE**

Mr. John Steinmetz, AICP is the lead planner of the Steinmetz Planning Group. John was born and raised in Upstate New York. He specializes in community planning and public participation. His planning experience has provided him with an understanding of the issues facing towns, villages, and cities of various sizes. His expertise in public participation ensures a successful planning process and a product that reflects the values of your residents and business owners. John is an avid cyclist and completed his third 100-mile ride as part of the 2014 Ride for Missing & Exploited Children.

**EDUCATION**

|  |   |
|--|---|
| University of Virginia<br>Charlottesville, VA              | BS, City Planning<br>Fall 1992 to Spring 1994             |
| State University of New York at Buffalo<br>Buffalo, NY     | Urban Studies/Affairs Program<br>Fall 1988 to Spring 1991 |
| National Trust for Historic Preservation<br>Washington, DC | New York Main Street Program<br>DATE XX                   |

**PROFESSIONAL AFFILIATIONS**

- + American Institute of Certified Planners (AICP), Member
- + American Planning Association (APA), NY Upstate & Western NY Chapter Member

**AWARDS & HONORS**

|   |  |
|---|--|
| APA Western NY Section<br>Town of West Seneca Comprehensive Plan Strategic Update | Outstanding Planning Award for Comprehensive Plan<br>2018                    |
| APA NY Upstate Chapter<br>Schuyler County County-wide Comprehensive Plan          | Planning Excellence Award for Implementation<br>2018                         |
| APA NY Upstate Chapter<br>Retailent Rochester                                     | Outstanding Grassroots Initiative Award<br>2016                              |
| APA PA Chapter<br>Cities of Sharon & Hermitage Business Route 62 Corridor Study   | Planning Excellence Award for a Plan other than a Comprehensive Plan<br>2013 |

ANNOTATED RESUME

“John has exhibited exceptional leadership qualities that has helped to create a tremendous vision for the Town. The design of the plan is unique and innovative... His vision and guidance has been essential... and will be an asset the Town for years to come.”

**JAMES CALLAHAN, TOWN OF CLARENCE DIRECTOR OF COMMUNITY DEVELOPMENT (2018)**

|  |   |      |
|--|---|------|
| APA NY Upstate Chapter<br>Town of Greece Dewey Avenue Revitalization Strategy                | Planning Excellence Award for Implementation          | 2013 |
| APA NY Upstate Chapter<br>Town & Village of LeRoy  | Planning Excellence Award for Implementation          | 2007 |
| APA NY Upstate Chapter<br>Villages of Montour Falls & Watkins Glen Downtown Improvement Plan | Outstanding Planning Award for a Community Based Plan | 2006 |
| APA NY Upstate Chapter<br>Town of Fleming Comprehensive Plan                                 | Outstanding Planning Award for Comprehensive Plan     | 2001 |
| APA NY Upstate Chapter<br>City of Rochester Renaissance Plan                                 | Outstanding Planning Award for Comprehensive Plan     | 1999 |

**COMMUNITY SERVICE**

- + Chairman of Planning Board, Village of Hilton
- + Member of Conservation Board, Town of Parma
- + Member, Rochester Bicycling Club
- + Volunteer, Rochester Twilight Criterium

**PUBLICATIONS & PRESENTATIONS**

|  |                          |
|--|--------------------------|
| Rochester Global Connections Belarus Community Connections Program<br>“Community Visioning & Governmental Decision-Making”<br>“Public Engagement Strategies” | Speaker<br>July 2019     |
| Saratoga County Annual Planning & Zoning Conference<br>“Zany Zoning Codes”   | Speaker<br>February 2019 |
| Ontario County Planning Department Annual Training<br>“Zoning & Sign Regulation 101”   | Speaker<br>February 2019 |
| Association of Towns Article<br>“Getting Past the ‘Z’ Word”  | Author<br>August 2018    |



“John Steinmetz is knowledgeable, experienced, [and] thorough. [He] had an excellent ability to work with staff, committees, elected officials, and... the public. Everyone who worked with John and his team enjoyed the experience and had a great respect for their work.”

**GARY TAJKOWSKI, TOWN OF GREECE DIRECTOR OF DEVELOPMENT SERVICES (2011)**

|  |                                  |
|--|----------------------------------|
| Genesee Finger Lakes Regional Planning Council Local Government Workshop<br>“Zany Zoning Codes”  | Speaker<br>May 2018              |
| Town of West Seneca Economic Development Conference<br>“Envision West Seneca”  | Speaker<br>January 2018          |
| Allegany County Planning Department Annual Training<br>“Sign Language”   | Speaker<br>November 2016         |
| APA NY Upstate Chapter Annual Conference<br>“Retailer Rochester: Grassroots Planning Case Study”<br>“Zany Zoning Codes”  | Speaker<br>September 2016        |
| New York Conference of Mayors Annual Meeting<br>“Community Visioning, Placemaking, & Tactical Urbanism”  | Speaker<br>May 2015              |
| New York Conference of Mayors Municipal Bulletin<br>“If You Choose to Lead, Where Will You take Them?”   | Author<br>Summer 2015            |
| APA Zoning Practice: Practice Code Evaluation<br>“Monitoring & Evaluating A Zoning Code”   | Contributing Author<br>July 2005 |
| Southern Tier Central Regional Planning Leadership Conference<br>“A Tale of Two Villages: First Steps to More Vibrant Downtowns in Montour Falls & Watkins Glen” | Panelist<br>DATE XX              |
| APA NY Upstate Chapter Annual Conference<br>“Managing Growth & Getting Away With It”   | Moderator<br>DATE XX             |
| Smart Growth Speakers Series<br>“Better Streetscapes & Traffic Calming”  | Panelist<br>DATE XX              |
| Institute of Transportation Engineer’s Upstate Chapter Annual Conference<br>“Context Sensitive Design”   | Speaker<br>DATE XX               |

“Your presentations are always so much fun, and I truly appreciate the energy and passion that you display for land use planning and zoning... I truly respect the love of good land use planning and zoning that you demonstrate in your presentations. You’re a rock star!”

**DOUG FINCH, TOWN OF CANANDAIGUA MANAGER (2019)**

**COMPREHENSIVE PLANNING EXPERIENCE**

|   |  |
|---|--|
| Town of West Seneca   | 2016 Comprehensive Plan Strategic Update           |
| Town of Clarence  | 2016 Master Plan Update                            |
| Town of Avon  | 2016 Comprehensive Plan Update                     |
| Town of Springwater   | 2016 Comprehensive Plan                            |
| Town of Ogden   | 2003 Comprehensive Plan                            |
|   | 2012 Comprehensive Plan Update                     |
|   | 2012 Agricultural & Farmland Protection Plan       |
| Town of Hume  | 2010 Comprehensive Plan                            |
| Town of Geneseo   | 2016 Farmland Protection Plan                      |
| Town of Penfield  | 2010 Comprehensive Plan Update                     |
| Town of LeRoy   | 2001 Comprehensive Plan                            |
| Town of Pavilion  | 2003 Comprehensive Plan                            |
| Town of Niagara   | 2017 Comprehensive Plan Update                     |
| Village of Avon   | 2018 Comprehensive Plan Update                     |
| Town of Brighton  | 2017 Comprehensive Plan Update                     |
| Village of Penn Yan   | 2016 Comprehensive Plan Update                     |
| Town of Manchester, Villages of Manchester, Shortsville & Clifton Springs | 2017 Joint Comprehensive Plan                      |
| Village of Bloomfield & Town of East Bloomfield                           | 2016 Joint Comprehensive Plan Update               |
| Village of Honeoye Falls  | 2014 Comprehensive Plan                            |
| Village of Churchville & Town of Riga                                     | 2008 Joint Comprehensive Plan                      |
|   | 2018 Comprehensive Plan Update                     |
| Village of LeRoy  | 2000 Comprehensive Plan                            |
|   | 2019 Waterfront & Downtown Revitalization Strategy |
| City of Oswego  | 2003 Vision Plan                                   |
|   | 2010 Vision Plan Strategic Update                  |
| City of Rochester   | 1999 Renaissance Plan                              |
|   | 2014 Local Waterfront Revitalization Plan Update   |
| Schuyler County   | 2014 County-wide Comprehensive Plan                |
| Villages of Montour Falls & Watkins Glen                                  | 2005 Downtown Improvement Strategy                 |
| Town of Clarence  | 2017 Sewer Master Plan                             |

**TRANSPORTATION PLANNING EXPERIENCE**

|                             |                                 |
|-----------------------------|---------------------------------|
| Town & Village of Pittsford | 2019 Active Transportation Plan |
|-----------------------------|---------------------------------|

“It’s also worth mentioning that [John] did a standout job with [the UPWP] application. Many municipalities hire consultants to help them with their applications and let’s just say not everyone’s services are created equal.”

**JODY BINNIX, GENESEE TRANSPORTATION COUNCIL PROGRAM MANAGER (2017)**

|                                  |  |
|----------------------------------|--|
| Town of Clarence                 | 2017 Main Street Study                                   |
| Town of Chili                    | 2015 Bicycle & Pedestrian Master Plan                    |
| Town of Penfield                 | Browncroft Blossom Creek Neighborhood Center Plan        |
| Village of Scottsville           | 2013 Traffic Circulation & Safety Study                  |
| Village of Perry                 | 2008 Declaration of Transportation Interdependence       |
| Village of Hilton                | 2008 Circulation, Access, & Parking Study                |
| Village of Fairport              | Circulation, Access, & Parking Study                     |
| Village of Webster               | 2013 Circulation, Access, & Parking Study                |
| Village of Spencerport           | Eastern Corridor Study                                   |
| Cities of Sharon & Hermitage, PA | 2012 Route 62 Business Corridor Study                    |
| City of Rochester                | 2010 Brown’s Square Circulation, Access, & Parking Study |
| Town/Village of East Rochester   | 2014 Transportation Improvement Study                    |
| Town of Canandaigua              | 2018 Uptown Mixed Use & Transportation Corridor Study    |
| ??                               | Black Creek & Oatka Creek Trail Feasibility Study        |
| ??                               | Lakeville-Livonia Trail Feasibility Study                |
| ??                               | Livonia Gateway Park Road Study                          |

**ZONING & REGULATORY EXPERIENCE**

|  |  |
|--|--|
| Town of Ogden                                      | 2014 Right to Farm Law                       |
| Town of Greece                                     | 2011 Dewey Avenue Mixed-Used Code Amendment  |
| Town of Union, Villages of Johnson City & Endicott | Unified Zoning Code                          |
| Town of York                                       | Comprehensive Zoning Code Update             |
| Town of Geneseo                                    | 2016 Comprehensive Zoning Code Update        |
| Town & Village of LeRoy                            | Joint Zoning Code                            |
| Village of Pittsford                               | Site Plan Review Assistance                  |
| Village of Bloomfield                              | Village Center District                      |
| Village of Hilton                                  | Central Business Zoning District & Sign Code |
| Village of Attica                                  | 2015 Comprehensive Zoning Code Update        |
| Villages of Shortsville & Clifton Springs          | 2018 Joint Zoning Code Update                |
| Village of Scottsville                             | 2017 Comprehensive Zoning Code Update        |
| Village Honeoye Falls                              | 2019 Comprehensive Zoning Code Update        |
| Village of Avon                                    | 2017 Site Plan Review Assistance             |
|  | 2019 Zoning District Framework Update        |
| Village of East Aurora                             | 2019 Comprehensive Zoning Code Update        |
| Village of Churchville                             | 2018 Comprehensive Zoning Code Update        |
| Village of Williamsville                           | 2018 Sign Code Update                        |

“Penfield is a very engaging community which can be challenging at times for consultants. Simply put, John did a fantastic job. Penfield’s Plan is easy to read, easy to find information in, and provides clear guidance. His track record and end products speak for themselves.”

**KATIE EVANS, TOWN OF PENFIELD PLANNER (2010)**

|                       |   |
|-----------------------|---|
| Town of Reading       | 2017 Land Use Law Update                          |
|                       | 2017 Subdivision Law                              |
| Town of West Seneca   | 2017 Sign Code Update                             |
|                       | 2018 Nonresidential Design Standards & Guidelines |
| City of Niagara Falls | 2019 Sign Code Update                             |
| Village of Pittsford  | Joint Comprehensive Plan & Zoning Code Update     |

“John’s professionalism and skill in dealing respectfully with a wide variety of individuals with differing viewpoints and backgrounds was key to the successful completion of both [the Town’s revised zoning law and Farmland Protection Plan].”

**DAVID WOODS, TOWN OF GENESEO PLANNING BOARD CHAIR (2018)**

John E. Steinmetz, AICP

**APA NY UPSTATE CHAPTER NOMINEE**

The logo consists of an orange square containing the text "FAICP" in white, uppercase letters on the top line, and "2020" in white, uppercase numbers on the bottom line.

FAICP  
2020

**LETTERS OF SUPPORT**

# Letters of Support Index

| AUTHOR / TITLE / RELATIONSHIP / DATES |   | PAGE |
|---------------------------------------|---|------|
| Joseph Bovenzi, AICP                  | Program Manager, Genesee Transportation Council (Rochester, NY)<br>Program manager for GTC funded projects under John's leadership, including the Village of Scottsville Zoning Code Update (2014-2017); and Village of Penn Yan Circulation, Access, and Parking Study (2018-Present).   |      |
| Heather Ferraro, AICP                 | Deputy Planning Director, Livingston County (Geneseo, NY)<br>County representative for projects under John's leadership, including the Town of Geneseo Zoning Code Update (2013-2016) and Farmland Protection Plan (2014-2018); Town of Springwater Comprehensive Plan (2015-2017); Town of Avon Comprehensive Plan Update (2014-2016); and Village of Avon Comprehensive Plan Update (2016-2018) and Zoning District Update (2018-2019). |      |
| Maria Rudzinski, AICP                 | Senior Planner, Ontario County (Canandaigua, NY)<br>County representative for projects under John's leadership, including the Villages of Clifton Springs and Shortsville Joint Code Update (2013-2018); and the Town of Manchester, Villages of Manchester, Shortsville, and Clifton Springs Joint Comprehensive Plan (2015-2018).   |      |
| Dan Castle, AICP                      | Deputy Commissioner of Planning, Erie County (Buffalo, NY)<br>Planning Commission and Steering Committee Chair for the Village of East Aurora Zoning Code Update that John managed (2016 to 2019). Dan is also a colleague of John's in the APA Western NY Section.   |      |
| Richard Milne                         | Mayor, Village of Honeoye Falls (NY)<br>Mayor of Honeoye Falls and Steering Committee member for projects under John's leadership, including the Village's first Comprehensive Plan (2013-2014); a streetscape tactical urbanism event (2015-2016); a Zoning Code Update (2017-2019); and various review board trainings over the years.  |      |
| Robert Corby, AIA                     | Mayor, Village of Pittsford (NY)<br>Mayor of Pittsford and Steering Committee member for projects under John's leadership, including the Town and Village of Pittsford Active Transportation Plan (2015-2018); and Village of Pittsford Joint Comprehensive Plan and Zoning Code Update (2018-Present).   |      |
| Molly Gaudio, AICP                    | Community Planner, Barton & Loguidice (Rochester, NY)<br>Employee and mentee of John while working at Steinmetz Planning Group (2013 to 2018) and since they were acquired by B&L in 2018.  |      |
| Eugene Hart                           | Councilperson, Town of West Seneca (NY)<br>Councilperson of West Seneca and Steering Committee Chair for projects under John's leadership, including the Town's Comprehensive Plan Update (2014-2016); Nonresidential Design Standards (2016-2017); Sign Code Update (2017-2018); and various review board trainings over the years.  |      |
| Rick Henry, P.E.                      | Senior Vice President, Clark Patterson Lee (Rochester, NY)<br>Officer-in-Charge for John while he worked at Clark Patterson Lee as the Lead Planner from 1999 to 2004.  |      |
| Andrew Raus, AICP                     | VP of Northeast Buildings, Bergmann Associates (Rochester, NY)<br>Planner working under John while he was the Lead Planner at Clark Patterson Lee from 1999 to 2004. Colleague and team member with John on projects that Bergmann Associates and Steinmetz Planning Group partnered on from 2004 to 2018.  |      |
| Arthur Lentilucci, AICP               | Principal, AJI Zoning & Land Use Advisors (Rochester, NY)   |      |

John E. Steinmetz, AICP

APA NY UPSTATE CHAPTER NOMINEE

FAICP  
2020

**100-WORD STATEMENT**



**JOHN E. STEINMETZ, AICP**

In the nearly 25 years of John's career, he has epitomized the role of a Fellow. John has made long-lasting impacts not only on the communities in which he's worked, but also with endless creative contributions to the practice of planning in our region. He has honed his expertise in the private and public sectors, helping to empower and educate others and earning several accolades along the way. He has and continues to exhibit a high level of excellence and professionalism in all that he does, whether fulfilling his role as a practitioner, community leader, or mentor.

---

149 North Street Auburn, New York 13021-1830 (315) 406-3227 cell [mlongaicp@yahoo.com](mailto:mlongaicp@yahoo.com)

## Professional Credentials and Education:

### **Masters of Arts in Public Administration (MaPA),**

The Maxwell School of Citizenship and Public Affairs, Executive Action Program at Syracuse University, Syracuse, New York, 1992. Terminal *Project "Reorganization of Governmental Services for Maximum Utilization Between Cayuga County and the City of Auburn, New York"*. Focus on organizational development, Total Quality Management (TQM), municipal budgeting, capital financing, public policy, governmental law, personnel, human resource management, labor relations, collective bargaining, , and intergovernmental relations.

### **Masters of Landscape Architecture (MLA),**

State University of New York (SUNY) completed a concurrent degree program with the MaPA focusing in areas of Historic Preservation, site restoration, urban design and professional practice. College of Environmental Science and Forestry, School of Landscape Architecture, Syracuse, New York, 1992. Focus of Site Plan development and historic preservation issues including the U.S. Secretary of Interiors Standards for Historic Structures and Landscape Sites.

**ICMA – CM – International City / County Management Association - Member 2012-present.**

**ICMA-Credential Manager (CM) – One of 28 Credential Managers within the entire State of New York, 2012 - 2016.**

**New York State City / County Managers Association (NYSCMA), Member 2008-present.**

**New York Conference of Mayors and Municipal Officials (NYCOM), 34-year Member 1980-2014.**

### **American Institute of Certified Planners (AICP)**

Certified as a professional planner by the American Planning Association, 2000 - present.

### **Mid-career Certificate in Public Administration**

Executive Action Program award, The Maxwell School of Citizenship and Public Affairs at Syracuse University, 1990.

### **Registered Landscape Architect (RLA)**

License #1005 by the New York State Education Department, 1985-2006.

### **Bachelor of Landscape Architecture (BLA)**

SUNY College of Environmental Science and Forestry, School of Landscape Architecture, Syracuse, New York. Specialization in site-specific design, 1980.

### **Fulbright Scholar – U.S. Educational Foundation – Athens, Greece**

Landscape Architectural student internship with the Greek National Park Service completing a management plan for Parnassus National Park, the first Greek national park in Greece, 1979.

### **Bachelor of Science of Environmental Design (B.S.)**

SUNY College of Environmental Science and Forestry, School of Landscape Architecture, Syracuse, N.Y., 1979.

### **SUNY at Buffalo, School of Architecture and Environmental Design, 1977.**

Course work in architectural history, environmental design, and alternate energy systems.

### **A.A.S. in Architectural Design Technology**

Dutchess Community College, Poughkeepsie, New York, 1976.

## Professional Experience:

### **Finger Lakes Planning and Development**

- **Principal – Managing Partner**

Began a private consulting practice in June of 2014 focused on Planning Projects, Downtown Revitalization, Energy and Sustainability Issues, Grantsmanship, Economic Development and Project Administration. To date, have contracted with the Town of Lansing, NY to assist with the preparation of a “2018 Comprehensive Plan”, Planning Board staff for Site Plan reviews, Subdivisions, Zoning (ZBA) and Development Assistance and recent draft update of the Land Use Ordinance. Assisted with the “Town Center RFP” of 156 acres and negotiations for a \$337,500 town land sale to Rochester’s Cornerstone group for the Milton Meadows \$17.3m housing project which includes 72 affordable apartments. Successfully negotiated with local developers to fund and build Sewer District #1 and negotiated sewer usage agreements with the Village of Cayuga Heights and the Village of Lansing including changing the formula for calculations which resulted in additional permitted sewer units. NYSERDA Community Smart Community and the \$5,000 grant to assist with LED lighting projects. Assisted with the completion of the Agriculture \$25,000 grant and Plan and appointment of the Ag Committee.

Consultant for New York State Consolidated Funding Applications- (CFA) successful grant applications for the City of Oneonta included \$400,000 for Main Street Streetscape Improvements, \$350,000 for Market Street utilities improvements, \$1.4m Airport Runway extension capital plan. Also received for the Community Preservation Committee, Inc. (CPC) a \$250,000 grant for the Willard Memorial Chapel Historic Preservation roof and masonry project and “Tiffany Interior Restoration” approved \$267,500 in the City of Auburn – New York State Downtown Revitalization Initiative (DRI).

Tubman House, photo by Jane Seating 1940's



Working over 35 years with the Harriet Tubman Home, Inc. and the National Park Service (NPS) to formally establish the Harriet Tubman National Historical Park (#414). Invited and attended the formal dedication and the NPS Director signed into authorization on January 10, 2017 in Washington, D.C. ceremony. Also prepared a State of New York Upstate Revitalization Initiative (UEI) for a \$30m proposed Visitor Center and restoration of the historic properties with the National Park Service. Continue to volunteer time and assist as grants administrator and National Park guest tour guide.

Recently awarded a \$264,000 NYS Economic Development Council (EDC) grant for the schematic architectural design phase of developing the proposed Harriet Tubman National Park Visitor Center working with Beardsley A&E.

### **City of Oneonta, New York**

- **City Manager –**

The City of Oneonta voted a “charter revision” to change the form and operation of government. I was appointed the first City Manager in Oneonta, New York and began the position from September 2012 and served in that capacity until June 2014. This position is the Chief Executive Officer and Chief Administrative Officer for this small upstate city of 14,000 people with an \$20-million-dollar annual operating budget. There were 135 employees and many recreational seasonal programs. The Legislative Branch has an elected Mayor and eight council members elected from various wards. Assisted with the creation of the Oneonta Airport Commission and building project. I also served on the Otsego County Industrial Development Agency (IDA) Audit Committee. Assisted with the Oneonta Municipal Airport Facility Master Plan was successful in a runway extension and renovation to the airport facility and established a formal Airport 5-year Capital Plan.

Successfully implemented several Oneonta grants including new Downtown LED street lighting \$250,000 project throughout Main Street, secured \$242,300 grant for Catella Well rehabilitation, \$241,000 Wilber Park Bath House Restoration, \$400,000 CDBG Homes and State of New York - Community Renewal grant towards the Housing Visions \$15m home rehabilitation project, and construction of a new multi-story housing project.



Assisted with the development of several economic development projects such as the \$22m Hillside Commons Student Housing Project and PILOT agreement, expansion of the Oneonta Public Transit System, Breese's Federal Historic Preservation Tax Credits program with NYSHPO, Neahwa Park NYS DOT \$227,692 grant, CDBG \$400,000 Micro-enterprise program, NYS CFA \$200,000 Economic Development Main Street project and Planning Board site plan reviews.

### City of Poughkeepsie, New York

- **City Administrator –**

I served as the City Administrator (Chief Administrative Officer) for the City of Poughkeepsie, NY from June 2008 until September 2012. Operating under a Mayor – City Administrator form of government. I was responsible for the day to day operations of this local government with a \$70 million dollars operating budget, 400 employees and several full-service departments. Poughkeepsie is a small city along the Hudson River of over 32,500 people which is also the Dutchess County Seat of government of nearly 300,000 people.

I was also active in the formation of economic development initiatives, Capital Improvement Program (CIP) planning, grants development and implementation, and grant administration. Several Transit Oriented Development (TOD) study projects with underway with Metro-North Railroad focused around the Poughkeepsie Train Station and negotiated additional reserved parking spaces. I contributed to the NYS DOS Waterfront Revitalization grant with "Project for Public Spaces" and Dutchess County Planning Dept., Metro-North Railroad and the Town of Poughkeepsie. Oversaw the building Department and site plan reviews participated in the Dutton Lumber Company site redevelopment and transition to housing and Hudson River waterfront park.



Assisted with establishing the "Walkway Over the Hudson" National Register Historic Site and creation of the New York State Park as the longest walkway in the world which has attracted over 1 million visitors in 18 months of opening. I assisted in the negotiations of the "Upper Landing Park" \$2m development plan successfully implemented with the Dyson Foundation that connected the \$4.5m Walkway 22 story glass elevator project.

The City of Poughkeepsie, NY received several ARRA "Stimulus Grants" of \$12.9m through the Federal Highway Program and \$3.37m Transit Hub Grants. Developed a \$2m Energy Conservation effort with the New York Power Authority (NYPA) was combined with a \$177,000 annual energy savings project with Central Hudson. Initiated the "Academy St. Initiative" through a developer's agreement and received a Restore NY ESDC \$2.395m grant. Assisted with the Waterfront Brownfield Remediation \$19.7m project and the related \$25m Hudson River Waterfront Bonura Family Development Project. I also served as Secretary to the Poughkeepsie Industrial Development Agency.



## City of Auburn – Memorial City Hall - Auburn, New York

- **Interim City Manager**

Timothy C. Lattimore, Mayor cell: 315-406-4073.

Appointed as Interim City Manager and served from August 17, 2006 until February 20, 2007 during the national search. Resumed the previous position afterwards. Responsible for the \$49.5 Million-dollar annual operating budget and approximately 300 full time equivalent (FTE) employees. Auburn operates under the City Manager – Council Form of government.

- **Director of Capital Projects and Grants – 2004 through 2008**

Vijay K. Mital, FAICP, OPED Director (retired) cell: (315) 730-8784.

Assisted with the establishment of, and assumed, this new position July 1, 2004 within the City Manager’s Department as the liaison between the various city departments to use general and enterprise funds and to generate grant revenues and implement successful capital projects. Worked directly with the Public Elected Officials Mayor and City Council members, City Manager, Comptroller, and various Department Heads to identify highest needs and solicit funding for these projects.

Served as project manager for several Federally Funded Highway Projects through the New York State Dept. of Transportation 5-year Transportation Improvement Plan (TIP). Secured over \$40,000,000 in Federal and State funding for the South Street reconstruction NYS Rt. 34 (through the National Register Historic District), U.S. Rt. 20 Genesee Street, Genesee Street Reconstruction Project, TEA-21 Enhancement project for NYS Rt. 5&20, Rt. 34 North Street Bridge, York Street Reconstruction Project, and future funding for the North Division Street Bridge Replacement and several other major highway construction project. Assisted with the overall downtown Auburn streetscape improvement project with crosswalk improvements, brick pavers and street tree plantings.

**“Harriet Tubman National Historical Park”** - #414 designated on January 10, 2018 at a ceremony in Washington, DC. Project Manager and point person for the Harriet Tubman Special Resources Study Act – resulting in the Assisted the Harriet Tubman Home, Inc. on the creation of a new not-for-profit 501©3 organization, writing a Preservation League Grant for National Historic Landmark designation, and several State of New York Historic Preservation grants. Served as primary contact for the First Lady Hilary Clinton’s White House Millennium Council “Save America’s Treasures Tour” to the Harriet Tubman Home and the William Seward House in Auburn and applied for and received Save America’s Treasures grants for planning and architectural historic structures report and phase one restoration of Harriet Tubman’s brick residence.



10 METRO-ED COMMUNITARIAN HANDBOOK  
Harriet Tubman Home, Auburn, N.Y. – Save America’s Treasures Tour – First Lady Hilary Clinton. (July 15, 1998).

**Energy Projects:** Project manager and key staff member for: the creation of the Auburn Municipal Power Agency, proposal of the new water source heat pump development project for McQuay / SnyderGeneral and the first installation at Auburn City Hall (NR historic building) - Geothermal System (NYCOM award winner), the first New York Power Authority (NYPA) geothermal project in the State of New York at the Auburn Police and Fire Departments historic buildings.

Worked with New York State Department of Environmental Conservation (DEC) to modify the landfill closure rules and regulations to include methane collection systems as an eligible grant activity then received a “NYS DEC Landfill Closure Grant” to capture methane gas and pipe to the Wastewater Treatment Plant (NYCOM Award). Several New York Energy Research and Development (NYSERDA) grants for desiccant collection system, Agricultural digester methane feasibility study, and a NYSEDA project with NYPA Combined Heat and Power (CHP) for the City of Auburn Wastewater Treatment Plant (WWTP). Coordinating project manager with the New York Power Authority (NYPA) re-engineering and investment of converting a deep geothermal well (1980’s) that was redeveloped to utilize natural gas to completely electric power and heating of the Auburn Junior High School complex completely “off the grid” with backup connections available through NYSEG. Led the downtown street lighting project which purchased the outstanding assets from NYSEG which resulted in a \$700,000 savings to the City of Auburn, NY.

Managed over 40 funded grant projects and was responsible for project implementation, management and oversight. Identified and implemented the City of Auburn pre-emption of Cayuga County Sales Tax and NYS AIM “Aid for Municipal” Governments which has added greatly to the annual Auburn revenue stream. Since the creation of the Capital Improvement Program in 1992, directly secured over \$110 million dollars in Federal and New York State Grants and \$40 million in general fund revenues over a 10-year period for this small city in the Finger Lakes Region of New York.

## Department of Planning and Economic Development – Memorial City Hall - Auburn, New York.

- **Capital Improvement Program Manager** – July 1992 to July 2004.

Vijay K. Mital, FAICP – Planning Director

Senior staff member involved with the overall development of this new city department, transferring from the joint office with the Cayuga County Planning Board to the City of Auburn as Senior Planner in 1992 and promoted to Capital Improvement Program Manager in 1994. Entailed three primary responsibilities: (a) development, presentation and adoption of the City of Auburn’s “Capital Improvement Program” (CIP), (b) securing sources of funds, and (c) project and grant oversight. This Five-Year Capital Plan of all of the City of Auburn’s needs including: Transportation, Municipal Utilities, Solid Waste, Public Safety, General Development, Facilities, Energy Projects and Motor Equipment. Assisted with the successful Goulds Pumps relocation project and the Snyder-General (McQuay) project siting and constructing a 430,000 s.f. manufacturing building for HVAC equipment. Project Manager for the Falcon Park Baseball Stadium to meet the Professional Baseball Standards or loose the Profession Short-season A level team franchise owned by the City of Auburn.

- **Cayuga County Planning Board – Auburn, New York – 1980-1992**

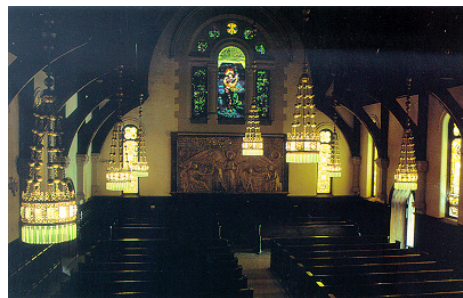
160 Genesee Street, Cayuga County Office Building, 5<sup>th</sup> Floor Auburn, New York 13021

Stephen F. Lynch, Current Director of Planning and Economic Development

Began employment with Cayuga County Planning Board through a joint Cayuga County - City of Auburn Planning Department in September 1980 under the James Carr and Vijay K. Mital, FAICP. With a Landscape Architectural background, specific responsibilities were in physical and site-specific design projects including: Master Plan for Emerson Park, design of the new entrance and gateway building, National Register Nomination of the historic “Lakeside Park”, restoration of the Emerson Park Pavilion, walkway and lighting project, Boat Launch expansion, and Merry-Go-Round Theater Rehabilitation.



City Hall – Geothermal System



Willard Memorial Chapel -Tiffany Interior



September 6, 2003 6:00pm FALCON PARK

**Historic Preservation:** Worked to establish the Community Preservation Committee, Inc. as a 501©3 not-for profit and primary person responsible to purchase the Willard Memorial Chapel with the complete “Tiffany Interior” (only religious Louis Comfort Tiffany – with primary artist Jacob Adolphus Holzer interior known to exist) before Christie’s auction house sold the individual contents. Bas Relief alone was valued at \$500,000.

Began the Harriet Tubman research project and several restoration grants for the AME Zion Church. Responsible for the National Historic Landmark (NHL) designation of the Tubman related properties and the Willard Memorial Chapel – Welch Memorial Buildings. Created the Historic Resources Advisory / Review Board and chaired. Prepared and was successful in creating the Local Historic Landmark Ordinance and the South Street Area National Register Historic District and several individual National Register Nominations for Lakeside Park, Case Research Lab “first successful sound on film” at the Cayuga Museum, the former U.S. Post Office, Cayuga County Court House, and the NYS Supreme Court Justice Charles Chauncey Dwight residence. Also was the staff responsible for the Cayuga County Underground Railroad Research resulting in over 200 documented UGRR sites with Judith Wellman, Ph.D.

**Downtown Revitalization:** Extensive background in Grantsmanship, Capital Construction, Urban and Downtown Revitalization, Parks and Recreation, and Historic Preservation planning. Securing funding from many grant programs including New York Empire State Development Corporation (UDC) the Auburn Commercial Revitalization (Facade), and Economic Feasibility Study Programs. I served as Project Manager for the City of Auburn - Comprehensive Plan completed in 1991 which was recognized award winner by the Upstate Chapter APA the following year. Completed an Urban Development Corporation NYS UDC downtown revitalization project with 27 building facades completed.

Lattimore Hall – Worked with the Auburn Local Development Corporation (ALDC) to complete the “Lattimore Hall” 103 room student building in downtown after a dramatic fire had destroyed the former Wait Building Department Store. Schines Theater Project manager for the acquisition by the Cayuga County Arts Council, Inc. for the 1938 John Ebersson designed 3000 seat theater to stop the demolition and secured several grants for the façade restoration, stabilization and roof rehabilitation. Presented the National Trust Main Street Program teleconference and encouraged the creation of the Auburn Business Improvement District (BID) and Cayuga County Tourism Office concentration on historic sites. In 1992-2008, was primary staff responsible for issuance of “Certificate of Appropriateness” for exterior changes within the “Local Historic Preservation Ordinance” which allowed the Federal Certified Local Government (CLG) status.

## *Service to the Profession:*

### **American Planning Association (APA) New York Upstate Chapter**

- “American Planning Association Chapter Executive Committee - “Officer Emeritus Member” to serve on a newly created Executive Board position and also serve on the Chapter Finance Committee, 2019 to present.
- President of the New York Upstate American Planning Association Chapter - after the sudden death of Chapter President Mike Krasner, began to serve as Chapter President in 2004 and afterwards elected to a 2-year term and re-elected to another term until 2008. Served as “Immediate Past President” - through 2010.
- With the support and financial contribution from National APA Chapter Presidents Council, established the Michael J. Krasner annual Scholarship program for University of Buffalo students. Still awards an \$1,500 annual award since its inception in 2004 and supported by the western NY section and awarded at the annual chapter conference.
- Established the Chapter transition from printed newsletter to electronic version and with the financial savings used to create a paid staff consultant for chapter administration functions and lessen the burden of this volunteer board.
- Oversaw the adoption and transition of the National AICP Certification Maintenance Program (CM) credit program.
- Chapter President’s Council (CPC) designee to the National American Planning Association Board, 2004 to 2009.
- Vice Chair of the National APA Chapter Support Committee.
- New York Upstate Chapter APA Conference co-chairman, Sept. 2006 conference site in Auburn, Cayuga County. Co-sponsorship with the ASLA, NYS-GIS, CNY AIA, New York State Urban Council and other organizations.
- New York Upstate Chapter Treasurer. Appointed to serve as interim then serve two terms, 1999-2004.
- Awards Committee Member Central New York Section – New York Upstate Chapter, 1998 – 2003.
- Central New York Regional Section - Executive Committee – Served as Section Treasurer, 1998-1999.



- APA New York Upstate Chapter Annual Conference Presenter –
  - “Walkway Over the Hudson” with Bergmann Associates in 2009.
  - “Preserving the Landscape of Harriet Tubman” in 2002.
  - “Falcon Park Baseball Stadium” – Economic Impact in a small community in 1995.
  - “Community Design Issue for Small Cities” with NYS SHPO in 1986.

**American Society of Landscape Architects (ASLA)** – Member 1986 to 2004, Associate Member 1981 to 1986. Served as Co-chairman and organizer of the bi-annual ASLA Upstate New York Chapter Awards Program, 1988.

**New York State Urban Council** – Regional Vice President 1998 to 2015.

Member of this statewide organization developed by the Metropolitan Development Association (MDA) to strengthen downtown revitalization efforts. Hosted the quarterly meeting in conjunction with the APA / ASLA / NYS GIS conference Auburn, NY, Sept. 2006.

## *Awards and Recognitions:*

**Community Preservation Committee, Inc.** – Community Service award presented for his 35+ years effort and donation of skills, energy and time to the Willard Memorial Chapel Project and the Auburn Community – October 2019.

**National Park Service – “Challenge Coin”** National Park Service Director Jon Jarvis present to NPS Fort Stanwix Park Superintendent Frank Barrows who in turn presented to Michael Long for his efforts towards establishing the Harriet Tubman National Historical Park, Auburn, New York – May 2017.

**Key to the City of Oneonta, NY** Presented to Michael H. Long City Manager October 2012 - May 2014 by the Mayor Richard Miller and City Council. Transition as the first City Manager and successful housing projects, downtown revitalization efforts and several grants.

**City of Auburn, NY – Key to the City** presented to Michael H. Long – Director of Capital Projects and Grants 2008 by the Mayor and City Council. “On behalf of the citizens of Auburn & Cayuga County, we wish to thank you for your 28 years of dedicated professional service. Your efforts to bring environmentally sound planning concepts to local government, while preserving our historic and cultural resources; have proved a credit to yourself and those that have benefited from your efforts...”.

**“Underground Railroad, Abolitionism, and African American Life”** – National AASLH award, served as overall project manager with Judith Wellman, Ph.D. principal author, September 2006. Received a grant from the Preservation League of New York State to research Cayuga County Underground Railroad and identified over 100 documented specific sites.

**Preservation League of New York State: Annual Historic Preservation Awards** – team participant with the “Walkway Over the Hudson” transformation of an abandoned railroad bridge into the “longest pedestrian walkway in the world”. Project manager for several pass through the City of Poughkeepsie capital grants to the Walkway Over the Hudson Not-for-profit organization, May 2010.

**New York Conference of Mayors / Empire State Report: 18<sup>th</sup> Annual Local Government Achievement Awards 2005** - First Place - City of Auburn, New York Auburn Landfill Methane Recovery Energy Project. Utilized a methane recovery system to collect landfill gas and use at the Waste Water Treatment Plant to reduce dependency on purchased natural gas and result is significant savings.

**New York Conference of Mayors / Empire State Report: 17<sup>th</sup> Annual Local Government Achievement Awards 2004** - First Place - City of Auburn, New York Geothermal Energy Project Memorial City Hall. Encouraged McQuay’s first geothermal system install at the historic Memorial City Hall. Worked with the New York Power Authority (NYPA) to install their first geothermal system in the Auburn Fire and Police Department Buildings and utilize the McQuay water source heat pumps as the standard for future NYPA geothermal project.



**American Institute of Architects Rochester Chapter** – Citation of Merritt Award for the “**Downtown Auburn Commercial Revitalization Façade Program**”, the Auburn Local Development Corporation (ALDC) as the project manager with Handler, Grosso, Durfee & Bridges Architects, 1997. Completed face restoration for 27 buildings within downtown Auburn, NY.

**American Planning Association New York Upstate Chapter**, “Outstanding Planning Project - Honorable Mention” for the “**Comprehensive Plan for the City of Auburn, N.Y.**”, 1992. Focus of Downtown revitalization. This downtown Master Plan also created the Auburn Business Improvement District (BID) and the State of New York Urban Development Corporation façade grant building facades, the stabilization and future restoration of the Auburn Schines Theater.

**Willard Memorial Chapel Preservation Project** - “Outstanding Contribution of Commitment and Service Award by Community Preservation Committee, Inc., 1992. Received Historic designation, applied for and received over \$500,000 matching grants to save the “Complete Tiffany Interior” from Christie’s auction.

**Preservation League of New York State** - Received 1990 Preservation Award as the project manager on behalf of the Community Preservation Committee, Inc. for the Willard Memorial Chapel project saving the complete “Tiffany Interior”.

**Fulbright Scholar** – U.S. Educational Foundation – Athens, Greece  
Landscape Architectural student internship with the Greek National Park Service completing a management plan for Parnassus National Park, the first Greek national park in Greece, 1979.

## *State and National Presentations and Noteworthy Projects:*

**New York State Urban Council** – Presentation “Downtown Revitalization Efforts” with specific projects recognized in the City of Oneonta and City of Poughkeepsie, New York, statewide conference held in Ithaca, New York, Sept. 2015.

**Brookings Institute Metropolitan Policy Report:** 2011 Identified Poughkeepsie, N.Y. as being in the middle of the 100 metro areas due to its growth and mix in government, education, health care, professional services, and food service.

**Vacant Property Registration Program:** Referenced by the International City Managers Association (ICMA) Innovative Legislation for the City of Poughkeepsie, NY dealing with zombie bank foreclosed and vacant buildings that established a progressive fee schedule for long-term delinquent properties, January 2011.

**Symposium Energy in the 21<sup>st</sup> Century** –Presenter on the Alternate Energy Projects currently completed and underway in the City of Auburn, New York. Central New York annual conference organized and chaired by Dr. Rhea Jezer, 2006.

**Alternate Energy In New York** - Expo 2004 - Sponsored by New Jobs for New York and U.S. Senator Hillary Rodham Clinton at the Rochester Institute of Technology Inn and Conference Center. Designed a Power Point presentation and display booth on the Auburn energy projects including hydropower, methane gas and case study comments on the Memorial City Hall Geothermal Project utilizing McQuay International new heat pump units manufactured in Auburn, NY, Feb. 2004.

**“Best of Restore America”** – Feature program on HGTV (Home & Garden Television National Cable Network) highlighting a new program restoring the Captain William Swain (c.1834). The former “Tucker House” was proposed for demolition and the city of Auburn claimed the deteriorated house as abandoned. The property was sold to a developer for \$1 under the condition that it be restored. Initially aired May 2003 and has been showed several years.

**New York State Rural Housing Coalition** 23<sup>rd</sup> & 24<sup>th</sup> Annual “Affordable Housing and Community Development Conference as host sponsor and organizer of the “**Community Development Tour of Auburn, New York**”. Toured Harri

**“Preserving the Landscape of Harriet Tubman and the Underground Railroad”**, American Planning Association (APA) Upstate New York Chapter Annual Conference Presentation –PowerPoint presentation Alexandria Bay, NY 2002.

**International City / County Management Association (ICMA)**, *Ideas in Action: A guide to Local Government Innovation* author of article on the Auburn New York Downtown Design Guidelines, Vol. 5, Summer 1999.

**“Downtown Development for Small Cities”**, American Planning Association (APA) National Planning Conference Presentation and panel discussion with Kent Robertson of St. Cloud State University, Boston, MA 1998. Focused on the efforts of downtown Auburn NY success stories.

**“Save America’s Treasures Tour”** - Whitehouse Millennium Council coordinator and primary contact for First Lady Hillary Rodham Clinton’s visit to the **Harriet Tubman Home** and the **William H. Seward House Museum**, Auburn, New York. Tour coordinator and assisted the advance team in planning the events, ticket distribution and publicity, July 15th, 1998. Also served as unofficial Whitehouse Millennium Council Photographer during site visits in Central New York.

**Urban Land Magazine Article – “Small-City Downtowns”** article by Kent Robertson with comparisons of five communities including description of Auburn, NY. Assisted with generation of local information about Auburn’s downtown revitalization efforts and façade grants for use in comparisons, 1998.

**New York State Rural Housing Coalition – 19<sup>th</sup> Annual Affordable Housing & Community Development Conference**, “Main Street Development Programs: A Community College Presence on Main Street”, highlighting the Lattimore Hall Student Housing Project in downtown Auburn, New York, Saratoga Springs, 1998.

**“Planning for Sports Facilities: Before, During and After”**, American Planning Association (APA) Upstate New York Chapter Annual Conferences highlighting the redevelopment of Falcon Park, Buffalo New York, 1995. Project manager for the redevelop of new baseball stadium to meet the Professional Baseball Player Standards for the Auburn Doubleday’s Minor League Baseball team franchise in Auburn, NY.

**New York State Conference of Mayors (NYCOM)** - Conference organizer and host community in Auburn, NY. “Historic Preservation & Walking Tour of the South Street Area National Register Historic District”, and “Industrial Recruitment: Tools for attracting Quality Employers to your area”, 1995.

**“Community and Design Issues for Small Cities and Rural Areas”** - American Planning Association (APA) Upstate New York Chapter Annual Conference – presentation with Christine Cappella Peters (NYS Office of Parks, Recreation and Historic Preservation), 1986 Syracuse NY.

**Outside Magazine**, August 2005 “Best Towns Special Issue” – Auburn, New York Renewable Energy efforts with the Geothermal City Hall, interview and promotion of article, page 90.

**Earth Comfort Update** – The Geothermal Heat Pump Consortium Newsletter, feature article on the Memorial City Hall Geothermal Heat Pump project with McQuay International, Beardsley Design Associates and John Manning of Earth Sensitive Solutions, Inc. Volume 11 Issue 1, Spring 2004

**The Livable City: Revitalizing Urban Communities**, Partners for Livable Communities, Photograph of Memorial City Hall published in an article by Auburnian Bill Fulton pages 81-82, 2001.

## *Collaboration with Community:*

**“Leadership Cayuga”** - Annual City of Auburn **Historic Overview Session of Auburn and Cayuga County**, Chamber of Commerce of Auburn and Cayuga County. Focus on downtown revitalization and leadership issues relating to the 1970’s Urban Renewal Planning Issues and decision making. Honorary Board Member, Chamber of Commerce of Auburn and Cayuga County, beginning in 1989 to present (30 years and counting).

**Cayuga County Chamber of Commerce** – Keynote Speaker for the 100<sup>th</sup> Annual Dinner. Focused on the manufacturing and history of Auburn and Cayuga County, NY over the first century of operations. October 2009.

***Mentor and Internships:***

**Internships sponsor and support and guest lecturer at:**

- **Syracuse University Maxwell School of Citizen and Public Affairs** – managed the student team study project on City of Auburn Sales Tax Pre-Exemption which led to a significant revenue stream to the City of Auburn.
- **College of Environmental Science and Forestry SUNY ESF, Syracuse, NY** Harriet Tubman National Park Historic Landscape Report. Managed and offered several internships and lectures to graduate students.
- **Cornell University** – Historic Preservation Program featuring the Willard Memorial Chapel project and not-for-profit organization and grant writing successes.
- **SUNY Albany, NY** – Guest Lecture on Public Administration and overall administration “life experiences”.
- **SUNY Binghamton, NY** – Guest Lecture on Public administration experiences.
- **Cayuga County Community College, Auburn, NY.** On history of Auburn and Cayuga County.

**APA Chapter Conference, Establish Landscape Architectural Design competition between SUNY ESF and Cornell University** as part of the Upstate Chapter APA conference in 2006.

**Syracuse University’s Maxwell School of Citizenship and Public Affairs, - Archeology Class** project assistance with the Harriet Tubman Archeology Investigation and background seminar on historic significance Auburn sites, 2002.

**Cornell University, Graduate Program in Historic Preservation Planning, Course CRP 563 - Annual talk** on grants highlighting the Willard Memorial Chapel project and other Auburn, New York historic preservation projects, 1993-2001.

***Community Involvement:***

**Harriet Tubman Home, Inc.** – Assisted with the creation of a new Not-for-Profit Organization to seek grants for the research, documentation and restoration of the Harriet Tubman National Historical Park and grant writer and tour guide.

**Community Preservation Committee, Inc.** - Founding Board Member and served as Chair, Secretary and Treasurer from 1983 -1988, Vice Chair from 2002 to 2008. Honorary Board member ever since. Served on the Willard Memorial Chapel Project Executive Committee 1989 to 1991. Continue to present assisting the building committee with grants.

**“Auburn City Historian”** – appointed by Mayor Ed Laukern and served from 1988 till 1992 during the height of the Willard Memorial Chapel Project. Project manager for the NYSCA grant documenting the South Street Area National Register Historic District, creation of the Historic Resources Advisory/Review Board, and several National Register of Historic Places Nominations.

**City of Auburn - Historic Resources Advisory / Review Board (HRRB),**

Chairman and program founder 1987 to 1992. Created the original organization and served as the first Chairman, prepared several grant requests to the New York State Council on the Arts (NYSCA) and the New York State Historic Preservation Office (SHPO) Certified Local Government Program (CLG) to prepare National Register of Historic Places nominations.

**The Cayuga Museum of History and Art, Inc.** - Board of Directors, wrote several NYSCA and NYSHPO Bond Act grants for the restoration of the front portico, Case Research Lab, the Carriage House Roof, assisted with the National Register Nomination for the Dr. Sylvester Willard Mansion and the Case Research Lab, 1986-1992.

**Edward T. Boyle Center aka PFI Housing, Inc.** – Board of Directors for an Auburn based Low Income Senior Housing Development Project that was built in 1980. Also serve as Secretary to the Board - 2014 to present.

**Cayuga County Public Utility Service Agency (CCPUSA)** – Board member of the Cayuga County Legislature as a Municipal Power Agency to focus on Energy issues as established by local law #2 of 1984 – January 2018 to present.

## **Narrative Statement:**

Michael H. Long, AICP has had a profound impact on the various communities of New York that he has served for over 39 years. With Vijay Mital, FAICP, helped establish the City of Auburn, N.Y. Office of Planning and Economic Development and created the Capital Improvement Program and the Director of Capital Projects and Grants position. Also served as Poughkeepsie, N.Y. “City Administrator” and the “City Manager” of Oneonta, N.Y. Established consulting firm Finger Lakes Planning and Development to continue to assist local governments and several not-for profit organizations. Major projects include:

- Creation of the Harriet Tubman Home National Historical Park #414 after a 27-year effort with the National Park Service (First to recognize an African American Woman) and the White House “Save America’s Treasures” designation. Continuous grant writing and administration assistance since 1980.
- Downtown Revitalization efforts in Auburn, project manager of the 1992 Comprehensive Plan, Lattimore Hall student housing project, Schines Theater, creation of the Auburn Business Improvement District and 27 façade projects, and initial concept for the NYS Equal Rights Heritage Center.
- Sustainability Energy efforts including City Hall Geothermal Project Manager, first New York Power Authority Geothermal Project, Landfill Methane recovery, and staff of the Auburn Municipal Power Agency – winner of several NYCOM awards.
- Willard Memorial Chapel – saving the “Louis Comfort Tiffany complete Religious Interior” saving from destruction by national auction and designation as a National Historic Landmark (NHL) and acquisition grants for the Community Preservation Committee, Inc.
- Established the City of Auburn, N.Y. Capital Improvement Program (CIP) and secured over \$150 million dollars in grants and revenues over a 10-year period that focused on highway, energy and historic preservation projects administration and implementation.
- Assisted with the creation of “Upper Landing Park” and project assistance with the “Walkway Over the Hudson” and the creation of a New York State Park in Poughkeepsie, N.Y. as one of the longest pedestrian walkways in the United States.
- New York Upstate Chapter Executive Board – American Planning Association served as Chapter President, Chapter Treasurer, Immediate Past President and Chapter Emeritus Board member and Finance Committee member. Transitioned the chapter to Certification Maintenance AICP- CM program, transitioned from print to electronic newsletter and savings hired consulting staff and helped to create the annual Michael J. Krasner Memorial Scholarship award and mentoring.





# MOHAWK VALLEY GATEWAY OVERLOOK

AN AMERICAN PLANNING  
ASSOCIATION GREAT  
PUBLIC SPACE IN AMERICA

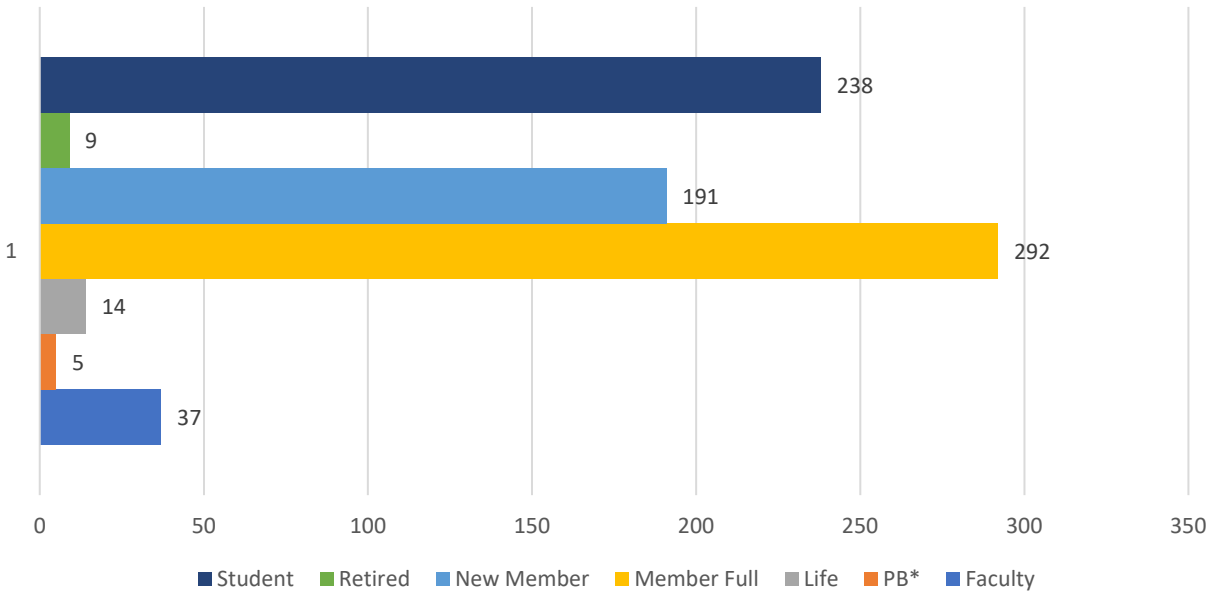


LOCAL DESIGNATION CEREMONY:  
OCTOBER 5, 2019 | 2:30 PM  
MOHAWK VALLEY GATEWAY OVERLOOK  
BRIDGE STREET

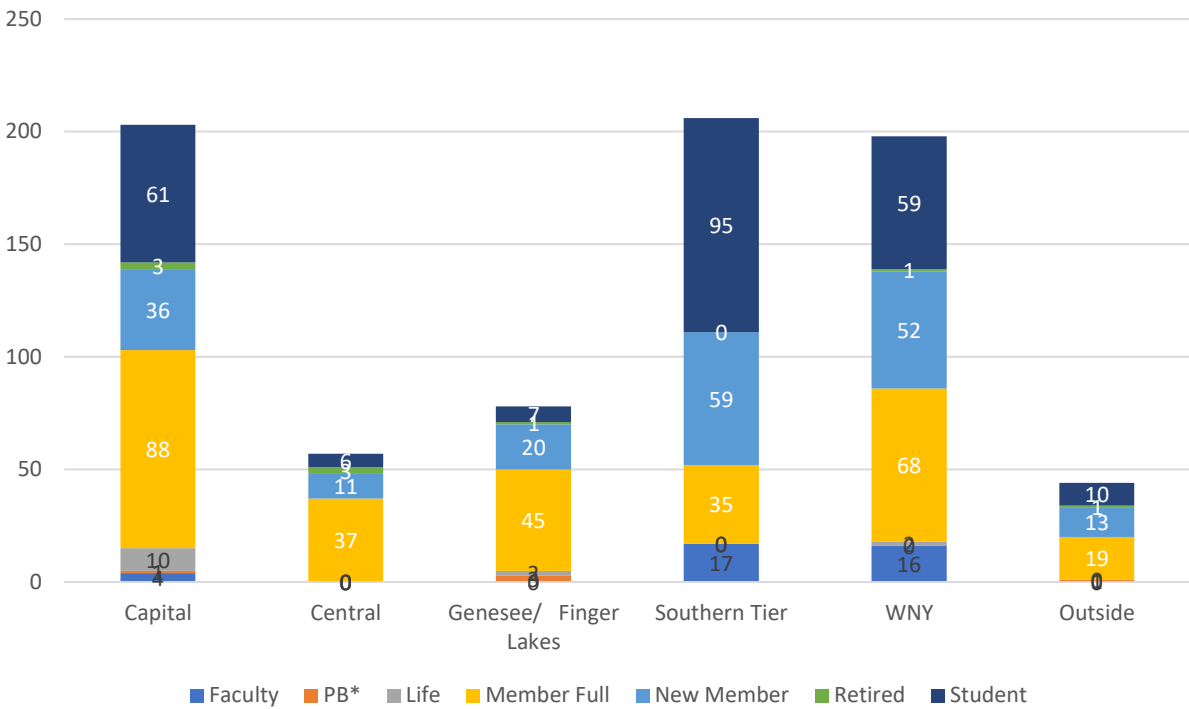


| Date                       | APA #   | Title  | Section | Type   | CM     | Ethics | LAW   | Quarter |
|----------------------------|---------|--|---------|--------|--------|--------|-------|---------|
| 1/9/2019                   | 9162724 | CDRPC Annual Local Government Workshop   | CAP     | MULTI  | 18.00  | 1.5    | 1.5   |         |
| 2/27/2019                  | 9171824 | Strategies for Health & Equity in Housing  | GFL     | Single | 1.50   | 0      | 0     |         |
| 3/6/2019                   | 9170999 | Conserving the Vitality of our Historic Places   | WNY     | Single | 1.5    | 0      | 0     |         |
| 3/19/2019                  | 9173558 | One Region Forward Resiliency Workshop – Tools & Resources for Local                           | WNY     | MULTI  | 3      | 0      | 0     | Q1      |
| 3/22/2019                  | 9172799 | Small Cell Wireless Network Technology and Planning  | WNY     | Single | 1.5    | 0      | 0     |         |
| 3/27/2019                  | 9173223 | Strategies for Drawn to Water: Design Stories of Cities and Rivers                             | GFL     | Single | 1.5    | 0      | 0     |         |
| 3/28/2019                  | 9173880 | Spring Speed Networking with CDPA  | CAP     | Single | 1      | 0      | 0     |         |
| 4/5/2019                   | 9174401 | Spring Planners Day  | CHAPTER | MULTI  | 4.5    | 0      | 1.5   |         |
| 4/10/2019                  | 9171400 | Preventing Flood Damage Through Intermunicipal Project Review & Floodplain Overlay Districts   | GFL     | Single | 4      | 0      | 0     |         |
| 4/24/2019                  | 9171000 | Malls, Markets, and Malnutrition: Food In/Sensitive Planning in African Cities                 | WNY     | Single | 1.5    | 0      | 0     |         |
| 4/24/2019                  | 9173224 | The Future of the Built Environment: Engaging Youth  | GFL     | Single | 1.5    | 0      | 0     |         |
| 4/28/2019                  | 9171084 | The New York Planning Federation 2019 Annual Conference  | CAP     | MULTI  | 26.5   | 1.5    | 3     |         |
| 5/2/2019                   | 9176544 | Imagining a More Livable Niagara Falls Session #1 - Setting the Goals                          | WNY     | Single | 1.5    | 0      | 0     |         |
| 5/9/2019                   | 9176900 | Imagining a More Livable Niagara Falls Session #2 – Better Mobility for Everyone               | WNY     | Single | 1.5    | 0      | 0     |         |
| 5/16/2019                  | 9177590 | Strategies for ROC the Riverway: Believe in the Power of the Genesee                           | GFL     | Single | 1      | 0      | 0     |         |
| 5/16/2019                  | 9177103 | Imagining a More Livable Niagara Falls Session #3 - Housing for Everyone                       | WNY     | Single | 1.5    | 0      | 0     | Q2      |
| 5/17/2019                  | 9175610 | Regional Local Government Workshop, Spring 2019  | GFL     | MULTI  | 13.75  | 0      | 1     |         |
| 5/22/2019                  | 9177609 | Our City, Ourselves: Connecting People and Places  | GFL     | Single | 1.5    | 0      | 0     |         |
| 5/23/2019                  | 9177655 | Imagining a More Livable Niagara Falls Session #4 - Making Better Places                       | WNY     | Single | 1.5    | 0      | 0     |         |
| 5/29/2019                  | 9177412 | CDRPC Annual Local Government Workshop   | CAP     | MULTI  | 16.5   | 1.5    | 1.5   |         |
| 5/30/2019                  | 9177990 | Imagining a More Livable Niagara Falls Session #5 - Government and Developers Working Together | WNY     | Single | 1.5    | 0      | 0     |         |
| 5/30/2019                  | 9177993 | Green Infrastructure Champions Knowledge Transfer Workshop                                     | GFL     | Single | 6      | 0      | 0     |         |
| 6/1/2019                   | 9177995 | Exploring Eternity   | CAP     | Single | 2      | 0      | 0     |         |
| 6/11/2019                  | 9175127 | 4th Annual NYS Redevelopment Summit 2019: Pathways to Revitalization                           | CAP     | MULTI  | 14     | 0      | 0     |         |
| 6/13/2019                  | 9178758 | WNY Walks - Walkability Summit   | WNY     | MULTI  | 2      | 0      | 0     |         |
| 6/20/2019                  | 9179672 | What is the Role of Health Impact Assessment (HIA) in Planning?                                | GFL     | Single | 1.5    | 0      | 0     |         |
| 7/15/2019                  | 9180776 | Learning the Links   | CAP     | MULTI  | 5      | 0      | 0     |         |
| 7/15/2019                  | 9181271 | NYS AMPO 2019 Conference   | CEN     | MULTI  | 22.5   | 0      | 0     |         |
| 9/11/2019                  | 9185477 | ITE New York Upstate Section 2019 Annual Meeting   | WNY     | MULTI  | 5.5    | 0      | 0     |         |
| 9/14/2019                  | 9184656 | Parks & Trails Planning Tour at John Boyd Thacher State Park                                   | CAP     | Single | 2      | 0      | 0     | Q3      |
| 9/15/2019                  | 9184657 | Walking the Moral High Ground of Nineteenth Century Albany                                     | CAP     | Single | 2      | 0      | 0     |         |
| 9/24/2019                  |         | AARP New York Leading on Livability Summit   | WNY     | Single | 1.75   | 0      | 0     |         |
| 9/28/2019                  | 9184658 | Exploring Eternity   | CAP     | Single | 2      | 0      | 0     |         |
| 10/2/2019                  | 9184723 | 2019 APA NY Upstate Chapter Annual Conference  | GFL     | MULTI  | 50.5   | 1.5    | 1.5   |         |
| 10/23/2019                 |         | Universal Design, Aging in Place, Enabling Design, and Age-Friendly Communities                | GFL     |        |        |        |       | Q4      |
| 11/14/2019                 | 9184320 | Fall 2019 Regional Local Government Workshop   | GFL     | MULTI  | 16.25  |        |       |         |
| Total CM Offered for Year: |         |  |         |        | 239.25 | 6.00   | 10.00 |         |

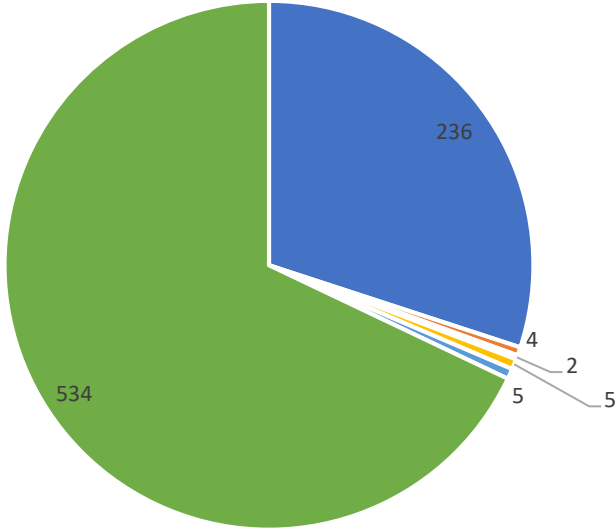
### Membership July 2019



### Membership by Section



AICP July 2019



■ AICP ■ AICP-CEP ■ AICP-CTP ■ FAICP ■ AICP Candidate ■ None





American Planning Association  
New York Upstate Chapter  
*Making Great Communities Happen*

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

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

### Introduction

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

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

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

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

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

### Mission Statement

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

### Work Program

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

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

#### 1. Establish a Development Plan for the Chapter and Sections

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

#### 2. Update Bylaws

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

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

### 3. Annual Work Plan

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

### 4. Budget

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

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

### 5. Financial Reporting

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

### 6. Tax Return

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

### 7. Use of "One APA" Logotype

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

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

### 8. Consolidated Elections

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

### 9. Annual Report

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

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

### 10. Communications

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

### 11. Professional Development

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

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

### 12. Legislative and Policy Program

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

### 13. APA Leadership Meeting Participation

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



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

### 14. Chapter Annual Membership Meeting

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

### 15. Awards Program

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

### 16. National Community Planning Month

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

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

17. Great Places in America

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



# 2019 Workplan Addendum

## Additional Detailed Board Member Task Items:

President – *Included in workplan items*

Vice President – *Included in workplan items*

Treasurer –

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



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

Secretary –

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

Professional Development Officer –

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



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

Director of Legislative Affairs – Covered under Item #12 in the workplan

Membership Officer – Included in workplan items

Education Officer - Included in workplan items

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



American Planning Association  
**New York Upstate Chapter**

*Making Great Communities Happen*

**Public Relations Officer - *Included in workplan items***

**Membership Officer - *Included in workplan items***

**Officer Emeritus – *Included in workplan items***

**Planning Official Development Officer – *Included in workplan items***

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

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



American Planning Association  
**New York Upstate Chapter**

*Making Great Communities Happen*

**Section Workplans & Budgets:**

See below.



## Capital District Planners Association Five Year Plan 2019-2023

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

The General Goals of CDPA are:

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

The Long Term Goals of CDPA are:

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

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

The goals of the coming 2019 year for CDPA are:

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

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





## Central New York Section 2019 Work Plan

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

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

### 1. Update CNY Section bylaws

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

### 2. Spring Planners’ Day

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

### 3. Budget

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



#### 4. Financial Reporting

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

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

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

#### 6. 2<sup>nd</sup> Annual Holiday Event

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

#### 7. Annual Work Plan

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

#### 8. Annual Report

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



## 2019 Central New York Calendar of Events

### Q1: January/February/March

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

### Q2: April/May/June

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

### Q3: July/August/September

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

### Q4: October/November/December

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



## Genesee/Finger Lakes

### **Mission Statement**

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

### **Section Work Program**

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

#### Activities:

#### 1. Coordinate with the NY Upstate Chapter Work Plan

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

#### 2. Update Section Bylaws

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

#### 3. Annual Section Work Plan

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



#### 4. Budget

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

#### 5. Financial Reporting

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

#### 6. Tax Return

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

#### 7. Use of “One APA” Logotype

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



## 8. Annual Elections

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

## 9. Annual Report

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

## 10. Professional Development

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



### 11. Section Leadership Participation on Chapter Board

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

### 12. Section Annual Meeting

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

### 13. NY Upstate Chapter Awards Program

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

### 14. National Community Planning Month

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



### 15. Great Places in America

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

### 16. 2019 Upstate Chapter Conference

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

### 17. Section Social Events

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





## 18. Event Sponsorship

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

## 19. Section Membership Survey

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

## Section Annual Calendar

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



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



American Planning Association  
**New York Upstate Chapter**

*Making Great Communities Happen*

## **Southern Tier**

**NOT RECEIVED YET**



## **WNY APA SECTION WORK PLAN (DRAFT)**

November 2018

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



**APA Western New York Section  
2019 Budget**

**APA Western New York Section  
2019 Actual**

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