**Upstate New York Chapter APA**

**March 25, 2011**

Present- Judy Breslor, Diane Carlton, Ellen Parker, Mike Kayes, Tanya, Eve, Mark, Rich, David, Gail, Katie, Jason, Elaine, Justin, Steve and Sandy

Motion to approve the minutes of the last meeting was made by Eve and seconded by Mark. All approved.

President’s Report-Ellen reported that she had completed and submitted a grant to APA National for enhancing outreach and getting more members. A support letter for the Tug Hill Commission has been sent. Ellen, Judy and Ben will be the delegates to the National APA Conference. Judy and Ben will be the legislative delegates, and Ellen will attend as the President of the Chapter. David, Rich and Mike are also going. The Chapter agreed to sponsor a reception. Mark asked for support and endorsement of the Scenic Hudson Waterfront Planning. This project has a DOS grant which includes a planning handbook on principles for watershed planning.

Past President- Judy reported that the policy guide from National on the legislative issue this year has been received. The topic is “Climate Change Update”. Steve Macheritte from Ohio is being nominated as representative of the year. Judy participated in a conference call with the Metro Chapter about licensing of planners in NYS. Metro is not sure if they want to endorse this.

Mark updated the Chapter on the new website. Many people are visiting it. Stats on the use of it were sent out yesterday. Eve is keeping the website updated in terms of current RFPs and job postings. Mark discussed that 41 persons are getting automatic e-mail updates when the site changes through what is called feedburner (people who subscribe through e-mail or RSS). The young planners session will meet next week at the Pump Station from 5-7 pm with finger foods

Sandy discussed the finances. Section rebates were paid in February. Empire State Futures and the Chapters PO Box were paid. The first quarterly rebate from National was $2973. Currently we are about $3000 in the red, but this should change when all of the money from the conference is reported.

Capital Section – Steve reported on the planners tool box luncheons. Rocky will present the 2010 Census update at the next meeting. The Section still has its own web site. A planner has asked Judy to please inform planners from the Plattsburg area about the Albany area luncheon meetings.

Western Section- Rich reported on the 2010 conference. The conference figures have been closed out and reviewed by their treasurer extensively. They were given seed money of $3200 by the Chapter plus $7500 in profit for a total of $11,000. This will go back to Sandy and will put the Chapter budget back in the black. Krasner scholarship information has been sent out to the University. The winner will be determined next week. A student /professional mixer was held and career opportunities were discussed. A session on historic preservation is scheduled for next month. Rich noted that all officers will turnover this year, as all are at their term limits. Elections will be in June.

UB is not a CM provider, claiming that budgets are tight and they can’t afford to do so. It was noted that the Chapter has supported UB by hiring their students, and yet UB doesn’t want to support CM programs. UB also asks the Chapter to market their lectures but can’t find $2000 to be a CM provider. Rich and Eve will talk more about this after the meeting.

Justin discussed the 2011 APA/ASLA conference planning. Both the Radisson and Hotel Utica will be used for the conference. People can stay at either. A call for session proposals went out and a committee will decide by April as to which sessions will be accepted. Rich noted that last year he estimated an $8000 profit for the conference and based costs for the conference using that figure. The date of the conference is September 28-30. Rivers Group is handling registration (contracted through ASLA) for both APA and ASLA. Eve noted that getting a breakdown of who was ASLA and who was APA was a problem in 2000. Mark noted that the platform on the computer system should address this issue. ASLA has already paid for the computer program. There was a discussion as to whether the Chapter should share its sponsorship list with Rivers Group, The Chapter decided against sharing such with Rivers Group.

Genesee/Finger Lakes Section. Katie noted that the section hosted graduate students from Canada. The students were interested in the political differences between the two countries. Jason organized a very good tour of the Eastman Theatre.

Conference Committee- Gail discussed beginning planning for the 2012 conference which will be held in Corning, hopefully at the Radisson Hotel. They are holding Sept. 19-21 for us. The committee will look at spaces soon and work on a contract with the Radisson. A mixer is being planned at downtown SUNY/ Binghamton campus. She said that we need to centralize the conference planning so the Chapter knows what is going on and is assured that the conference is on schedule. She is working with Tanya on this; Tanya will have a large role with the conference in the southern tier. She has the 2010 final budget from Rich.

Rich discussed membership issues. He noted there is a lack of membership material from national. He noted that people are finding it hard to pay $300 to national and only get a monthly magazine for their money. He would like to see a Chapter membership only category. We need to figure out how to do this. National would charge $7 per member to administer it. If we take it on ourselves we could charge less, but we would need to charge at least $40 for chapter membership only. It was noted that at our meeting last summer in Utica we had agreed that any Chapter only membership would be at least $75. People need to realize that AIPC is connected to national and that if they don’t’ belong to National, they will lose their AICP. For our marketing purposes we need to know the target group that would like to take advantage of this. Katie said quite a few people have expressed an interest in this. It was also noted that a Chapter only membership would require a by-law change; such would need to be brought to the membership for a full vote.

Jason and Mark discussed Outreach. Mark discussed the newsletter which will be on the website. The layout and design of the newsletter is very time intensive and costly; thus, doing it via the website as straight text, will reduce costs. Tanya will send an e-mal blast out to the membership announcing that the newsletter is available on the web. People can go there to access it. Everyone should beat the bushes to get people to write articles, as George expressed how difficult it was to get people to write articles. Mark noted that he could set up a face book page as well. A face book page could automatically be updated when the web page is updated.

Jason inquired as to what he should be sending out as press releases. Ellen noted that she sees his role as more outreach to members as opposed to dong press releases. Justin noted that if we take a policy position, though, that’s newsworthy. Ellen noted that we could do a press release on the fact that the Chapter has joined Empire State Futures. If anyone has ideas that show “presence” contacts Jason so he can market such.

Diane noted that the database for environmental planning schools does not include e-mails. She will work on getting e-mails added to the list.

Ellen discussed the update to the Environmental Assessment Forms being undertaken by DEC. Nan Stolzenburg provided the Chapter with her comments and we need to decide if we agree with them and/or if we want to add other comments to what she has said. Ellen talked about forming a network of people working on specific issues so that we have groups that can write articles. This is a project for the future.

Finance Committee - Sandy talked about the Finance Committee. They are gathering information on what would make sense for dues. They have had discussions with section heads. The sections still want to write their own checks. The Committee will talk to the Treasurers of the sections. Centralization of Treasurer’s money must be done. Each section could get a budget line and work within that budget line writing their own checks up to the amount in the budget line.

Work Plan Committee- Jason discussed the Work Plan Committee. He will send out information via e-mail and ask for feedback and have a revised draft for the May meeting.

Awards Committee- Mark reported on the Awards Committee work. Representatives from all sections are on the committee. He has exit notes from Gary Pulambo. Electronic copies will be accepted for the most part. One hard copy for display at the conference is needed. June is the deadline for nominations. There should be a press release on this.

Jason noted there will be an Active Transportation Symposium in Rochester on April 27, 2011; he will do a press release on this.

Eve suggested another letter writing campaign for the support of Tug Hill. This should be sent to the legislature.

Sandy noted that she needs a year end summary from all section Treasurers.

A motion to adjourn was made by Eve and seconded by Ellen. All agreed. The next meeting will be in person on May 20, 2011 in DeWitt.

Respectfully submitted,

Diane Carlton