**Upstate New York Chapter of the APA

Minutes of July 19, 2013
Telephone Meeting**

Present- Ellen Parker, Pat Tatich, Judy Bresslor, MarkCastiglione, Steve Iachetta, Jason Haremza, Rich Guarino, Ben Syden, Eve Holberg, Steve Willis Angela Keppel and Diane Carlton

**President’s Report**

There was a discussion regarding the Region One Conference being planned for 2014. APA sent its standard “Conference Policies and Procedures” for Ellen to review. It describes how expenses and revenues would be shared from the conference. Ellen shared the draft with the Board and asked for a sub-committee to look at it and come back with suggestions and questions. Eve, Diane, Jason and Mark and Judy will serve on the sub-committee. Once the Board feels comfortable with a version of this draft, it can go to the other Chapter presidents who will be part of the Region One Conference.

**Chapter Only Membership**

There was discussion about the “chapter members-only brochure” that Katie created. Ellen asked everyone to get any corrections to Katie as soon as possible so the brochure can be printed and go up on our website. Rich said we have 15 chapter members-only.

There was discussion as to whether we should send letters of welcome to new full members. It was decided not to do this, as membership lists are hard to get from national and they are often inaccurate and/ or out of date.

Tanya will send an e-mail blasts when the brochure is complete and the on-line forms are complete. Diane said she will coordinate with Katie and create an e-mail list of possible candidates for the chapter only membership. County planning offices are a prime place to look to attract chapter only candidates.

Tanya needs to get a list of the Chapter only membership so these people are included in her e-mail blasts. This is the one big advantage they get as members only, so it’s very important that Tanya has their e-mail addresses. Ellen will coordinate with Tanya on this endeavor.

**Past President**

Judy noted the NY Planning Federation will have a booth at the APA Upstate Conference, just as the Upstate Chapter had a booth at the Planning Federation’s conference. This relationship between the two is working well.

**Treasurer**

Eve noted that we have used 38% of our expenditures to date, and she is concerned about this. We have also spent 32% of our revenues already. Our sponsorships are much lower than what we had budgeted, so we really need to get more of these. On-line expenses have been slightly more, and rebates are on target. Eve noted that our problem is really a revenue shortfall; we aren’t overspending on items.

It was noted that the chapter only membership information is difficult to find on our web page. We need to improve this. Rich mentioned it’s hard to find and work with drop downs, which is how our web site is set up, on mobile devices.

Eve also noted that our 990 form got rejected this year. We are a 501 c (3). This IRS didn’t understand their own criteria that determined we are a 501 c (3) and insisted that we’re a 501 c (6). Our accountant had to argue with the IRS. Hopefully we won’t have these problems this coming year.

Steve I. made a motion to accept Eve’s report, with a second from Diane. All approved.

**Conference**

Steve e-mailed a two page outline about the conference to everyone. The conference has 28 sessions, 6 outdoor mobile workshops and key note speaker Joe Minicozzi. There will also be a student poster contest. Marcia Keys is doing a great job as the co-chair. There will be a food show on stage. A printed brochure is coming soon. The conference website went live the first week of June. Only nine people have registered to date. CM credits have been approved for all sessions. ASLA credits are in the work. The deadline for early registration is August 25. They are hoping for 250 people.

Steve noted that the conference committee needs a student coordinator. Jackie Hayes is unable to fulfill this role. Steve asked if anyone from the Board wanted to volunteer. Commitment is 1-2 hours a week. Andy said he will do it, as it’s very similar to last year’s work.

Steve noted that conference scholarships are doing well. They have $13,000 in sponsorships and had only expected to get $10,000. There is a waiting list for conference exhibitors.

Tanya sent an e-mail blast out about the conference on July 10, but it had other items in it as well, so people may not have caught the fact that the conference was open for registration. Each section should be doing its own push to get people to attend the conference. Steve asked everyone to promote it with other membership organizations.

**Western Section**

Angela Keppel introduced herself as the new Western Section President. Western is raising money for the Krasner scholarship. Unfortunately, a lot of people who worked with Mike have retired, so new sources of money must be found and/or these people’s home addresses/e-mails must be tracked down. It’s been ten years since the Krasner scholarship was started, and the section recently celebrated the ten years with a summary biography of every Krasner Scholarship winner, including where they are today and what they are doing.

**County Planning Directors**

Pat reported on the NYSACC conference and sent information to everyone about the highlights of the conference. This year the fall NYSACC conference is the scheduled for the same time as the Upstate Conference. The County Planning Directors agreed to attend the Upstate Conference and hope to hold a County Planning Directors meeting sometime on Friday.

**Membership**

Rich reported we have 644 national members and 15 chapter only members.

The next meeting will be on Wednesday, September 25 at 10 am at the State Conference in Schenectady.

Respectfully submitted

Diane Carlton