**Upstate New York Chapter**

**American Planning Association**

Buffalo University, Buffalo, NY

November 19, 2012

Present- Jackie Hakes, Judy Bresslor, Rich Guarino, MarkCastiglione, Kelly Dixon, Steve Iachetta, Steve Willis, Pat Tatich, Gail Domin, Ellen Parker, Katie Evans, Andy Raus , Diane Carlton

Minutes

The minutes from both the September Board meeting and the September Annual meeting were approved unanimously on a motion by Rich with a second by Katie.

President’s Report

Ellen noted that we are asking Section Directors to contact people they know in their geographic areas who are not APA members and ask them to consider joining APA as Chapter Only members. Tanya will also be asking all the board members if we know of anyone who currently isn’t’ APA and might join under the Chapter Only category. Mark asked for suggestions to make the sign up process easier. It was suggested that if the form would be filled out and sent on line that would be easier. Mark said we can work on that, but it will take a little time.

Ellen noted that she attended the APA’s Presidents Meeting. The group is focusing on finding funding. They have re-vamped the web site and are very interested in social media as a means to do good planning.

Ellen noted that we need to work on the Chapter Development Plan as soon as we get the chapter membership information mapped.

Education Officer

Jackie reprobated that she’s working with Angela our regional representative at APA regarding the regional conference. APA is negotiating for facilities for the regional conference which will take place in 2014. This would bump Genesee/Finger Lakes Section’s conference to 2015. The conference will tentatively be June 25-27, 2014 in Saratoga Springs. Jackie is sitting on the Committee which is working on the conference representing our Region One. This includes PA, NJ and states all the way north up to Maine.

National is looking for us to be the front entity for the conference since it’s in NY. They want us to sing contracts. The group informally agreed it would be willing to do this. Judy noted that most of the work for the conference will fall to us and especially to the Albany Section. She suggested that the contract between ourselves and National should recognize this and give us a greater percentage or amount of the profits from the conference.

Pat suggested that we get new Chapter Only members involved with this conference to get them involved with the organization right away.

Membership Officer

Rich discussed the Chapter grant. The student who was supposed to be helping us with the GIS mapping of our membership has not been responsive. Ellen said she’ll talk to the student’s professor to see why he hasn’t been moving forward with the work given to him.

Treasurer’s Report

Eve sent an e-mail to everyone with the latest report as she couldn’t’ attend the meeting. Ellen noted that we are on target for this time of year. The conference did well. It had 15K in costs and 24K in revenue for a 9K profit. Ellen noted that it was a very good conference. She also noted that we are growing so our rebates will be growing as well. We need to bring in those Chapter Only memberships. Ellen noted, however, that we are losing money. Tanya’s focus from now until the end of the year is to how to bring in more money via both sponsorship and advertising on our website/newsletter.

Ellen asked if we wanted to continue next year as a sponsor/participant with the Utah webinars. Mark made a motion, seconded by Rich. All agreed.

There was a discussion about whether the Chapter should donate to Hurricane Sandy, and if so how. Mark suggested talking to the Metro Chapter about what the NYC Metro area needs. Ellen will reach out to the Metro Chapter president. It was suggested that we should also reach out to National, as they were involved with donations during Katrina.

There was a discussion on global warming and storm incidences. Do we as planners encourage people to rebuild in flood prone areas just because they lived there before and it’s “home”. Not a good idea. We know these storms will be more frequent and severe as time goes on.

Vice President’s Report

Mark noted that he’s helping Tanya with the sponsorship issue and brining more money into the Chapter. He reported on the APA Awards given out this year at the Corning Conference. All this information is now up on our website. Some difficulties from the conference were discussed. It was hard getting the PowerPoint presentations from all of the speakers. We should endeavor to get these before the conference is over.

Education Officer

Jackie thanked UB for hosting the meeting and setting everything up for the Chapter. It was noted that it costs 50.5 million to renovate the building the group met in. It’s kept its historic character. Historic preservation techniques were used in re-designing the building, but lots of asbestos was found when the building was removed. It was costly to remove it.

Jackie is working on how to coordinate better with the three colleges, especially about how to get the students more involved. The students liked the “competition” we arranged for the first night at the Corning conference. It was suggested that we could have students on some of the panels of our conference to get them move involved. Jackie suggested reaching out to other colleges with unaccredited planning programs. Ellen suggested looking at the larger schools such as SUNY/Binghamton. Schools should know there’s a Chapter Only membership for their students.

Pat will get her address to Diane. Diane will then send out the new mailing list to all the Board members, since many people have changed on this list.

Public Affairs

Status of the next newsletter is unknown at present. We need to have hard deadlines for the newsletter, even if we are short on stories. This is especially true as we look to get more advertising and sponsorship for the newsletter. It was noted that it’s Jason’s job to get the content, not to write the newsletter.

Membership Officer

Rich discussed membership. WE now have 726 members. It has varied from 806 to 615 over the last year. WE have four Chapter Only members thus far. Membership appears to be going up. Discussion regarding downstate people in the Hudson Valley wanting to join our chapter. It was noted that last time this topic came up Metro was concerned they’d lose members and revenue. Mark suggested we open the discussion again with a conversation between the two chapters, perhaps at a joint event. Ellen aid she could have a discussion with National about this as well.

Conference Report

Gail sent the final report to everyone. They used Constant Contacts for the conference. There were good and bad points about using this service. Her notes will be helpful for next year’s meeting. The $200 fee for PayPal is not included in the budget. Unfortunately, there was no home page for the conference on the Chapter’s webpage. The conference lacked prominence on the Chapter webpage. Gail noted she’s finishing up the five year chart comparing the last five conferences. The Board will have this to review soon. She noted that the Section did most of the work on getting sponsors.

Of the 9K in revenue, 7K came from vendor sponsorships and $2K came from profit of the conference itself. The section treasurer would like to keep the $2K; wants to know if this is permitted. Gail said she’s not sure the section really needs it. Ellen noted that by right, half of the profit goes to the Chapter and Half goes to the Section. Gail will canvas her Board and see what they feel comfortable giving to the Chapter, especially since the Section is in the black and the Chapter could really use the money.

Ernie Sternberg, head of the UB Urban Renewal Program introduced himself and welcomed the students. He noted there are 11 full time faculty as well as part time and adjunct staff in the Planning program at UB. It’s the second largest program (after Cornell). There are 580 undergraduate and graduate majors in planning at the school.

Over a working lunch the students from UB jointed the group. Everyone introduced themselves and explained what their professional jobs entail. The students introduced themselves to the Board as well.

Legislative Position

Andy noted this is a new position for him. He wants to make sure we’re going in the right direction. He noted we support the Empire State Futures ideas and read the goals from their report.