

**Upstate New York Chapter
American Planning Association**

March 21, 2014, Phone Meeting

Present- Angela, Mark, Rich, Ellen, Jennifer, Sean, Patricia, Katie, Judy, Eve, Jackie and Diane
Minutes from January 2014 were approved unanimously.

President's Report

Tanya has agreed to our offer of 10,000 for continued services with her. She is putting together a contract which will focus on her undertaking advertising for the newsletter, obtaining conference sponsors and getting chapter only membership. Ellen noted that our newsletter sponsorship this year is better than it was last year.

Ellen briefed everyone on the Region 1 Conference. She has signed the contract for the conference. The other involved states have start up funds which they will be providing to our Chapter. The date for the conference is June 25-27, 2015. The other states believe that we will be able to fill the hotel rooms, which had been a concern of our Chapter in January. The sub-committee for the conference meets on Thursday of next week. This means that our western conference will move to 2016.

Ellen and Ben are going to the APA National Conference. Currently there is no stipend for delegates to go to the conference. Diane and Art will be going to the NY Planning Federation conference; Judy has provided two free spots and a table for the Upstate Chapter. Katie will get the PDF version of the "Membership Only" brochure to Art so he can make copies and bring it to the NYPF conference. Art will bring back the APA banner for Katie so she has it for the fall conference. Sean or his staff will get the banner to the conference.

Vice President's Report

Mark noted that the e-mail blasts are going out automatically now. They go out on Monday. This saves time and money, as Tanya doesn't have to do it by hand. Mark will put the link to the Chapter Only membership on the front page of our web site, as it's hard to find. Keri, from Tanya's staff is working on updates to the website. Someone from the Genesee Finger Lakes Chapter is helping with the administration of the website.

Treasurer's Report- 4th quarter rebates will come in soon. Form 990 for the IRS is currently underway. Ellen noted she needs the Southern Tier sections year end report in order to complete the IRS form. Jennifer thought it had been sent. She will send it again. Eve noted that we lost \$3700 last year. With \$1200 in rebates from National we really only lost \$2500. We budgeted to be down \$5000, so we are doing better than we thought we would be.

Public Relations- Jason has submitted the content for the newsletter, so it should be out shortly. Last year we had \$3000 in total sponsorships for the newsletter. To date we already have \$3250 in sponsorships and its' only March. Tanya's new employee is reaching out to get more sponsorships.

Membership

Rich reported that we have 640 members. We usually have about 773 at this time of year, so we are down a bit. We have 10 chapter only members now. 7 of the chapter only members expired and they haven't renewed. Many are in the Genesee Finger Lakes section.

Treasurer

4th Quarter rebates will come in soon. Form 990 for the IRS is underway. Eve reported that she needs the Southern Tier section's yearend report in order to complete the 990. Jennifer said she will send it again. Eve noted that we lost \$3700 last year, but with the \$1200 rebate from National, we only lost \$2500. We budgeted to lose \$5000, so we aren't in the negative as much as we projected we would be.

Southern Tier Section

The board met recently. They have a work plan and two events coming up. Form based zoning is one topic that will be discussed. They have a draft put together for a micro-grant application which could give up to \$250 per award and \$500 maximum per year to local qualifying groups that are involved with planning. The application will require that certain goals must be met in order to qualify for the grant including getting the word out about what the Section is and what it does.

Jennifer noted that a group from SUNY Binghamton in the Geography master's program has an interest in planning. They want to be eligible for funding from the section for student money. As our by-laws currently stand, we can only give funds to accredited planning programs, so they wouldn't be eligible. It was suggested that they apply for funds to the sections under the heading of "planning groups".

Jackie noted that she can add the students to her list so they are aware of APA. Jen will coordinate with Jackie so he gets the names. Jackie also noted that the planning schools have not applied to her for their allocation of funding.

Genesee Finger Lakes Section

Katie discussed the conference. The call for sessions has gone out. One event of interest at the conference will be Planning and the Media". This will be one large session covering a single slot of time. An event at an art gallery with a string quartet is in the works with the possibility of a scavenger hunt at iconic locations around the city.

There was a discussion concerning the need to have an ethics session at the conference. It was decided that since Angela is being invited to the event she could do the ethics session. There will be a law session at the conference as well. The conference planners are looking to do something a little bit different, but they first must see if it qualifies for CM credit.

Capital District Section

Sean noted there have a new Board as well as a new president. They are doing lots of social media stuff with planners

Western Section

They have two new Chapter only members. They had their annual meetings and their awards meeting is coming up. Rich mentioned that the Krasner Scholarship applications went out in mid-February. They are due back soon.

Other

Ellen noted that Canadian officer Steve Willis has resigned and needs to be replaced.

Board elections are this year. The Board needs to establish a slate of officers. Mark, Judy and Ellen are the election committee. Everyone should look to see if they are term limited out of their position. If persons who are facing term limits want to stay on the Board, they should consider their other options.

Short discussion regarding CM. The Board pays one fee to National APA for being a CM provider. We also pay a fee to Ohio APA to part of the web training which is hosted by Utah and which runs on Friday afternoons.

Diane asked Ellen to remind National APA that not being able to access CM after the fact is really disenfranchising planners who are blocked during working hours from “real time” webinars.

Andy is meeting with the legislature/assembly to explain what planners are and what we do as a first step to licensure with AICP.

A doodle poll on whether to meet on 5/16 or 5/23 will go out. We need a slate of candidates by our next meeting.

Respectfully submitted,

Diane Carlton

