

## **NNECAPA Executive Committee**

### **Conference Call Minutes**

Friday, March 17, 2023 - 11:00 am

**EC Attendance:** Meagan Tuttle, Eric Vorwald, Sarah Wraight, Jeff Levine, Sam Durfee, Sarah Marchant, Kyle Pimental, Nancy Kilbride, Matt Sullivan

**Guest:** Natasha Kypfer, 2023 Conference Chair

#### **1. Call to order:**

#### **2. Approval of Minutes**

October 2022 Motion to approve: Kyle: 2nd Jeff - approved

February 2023: Motion Sam, 2nd Sarah W. - approved

#### **3. Treasurer's Report:** - Sam Durfee

Expenditures: NH Conference

Income: The interest rate on CD is \$69 this month.

Deposit for ME 2025: \$27,000 liquid cash

Stoweflake final deposit due \$5,000

No payments from APA until April. We could swing a deposit for the ME venue but under \$10,000 is comfortable.

Feb. & March are typically low-income months.

NH deposited \$3,000 for their revenue sharing.

Financial reporting for the sections, and bylaws requires collecting the tax reports from all the chapters. Sam wants to hold a treasurer's meeting with all of the chapter treasurers. Planning to host this meeting in the spring or early summer. It may make sense to combine this with the section meeting this summer. Chapter & sections have their own independent finances but will share annual financial reports. This is for coordination.

Motion: Sarah M. 2nd Jeff - approved

#### **4. Conference Planning Updates** - Natasha Kypfer

Sarah M. suggested the jazz and blues club for Tuesday night this was investigated and found to be cost-prohibitive. The consensus is now to put resources together to find transportation sponsors for the trolley to bring people to downtown Portsmouth and back to the hotel. The total for one is ~\$1,300. Exploring the possibility is Seacoast Trolley will be the sponsor for the transportation. The session deadline was 3/3/23 we received 49 proposals. Subcommittees are meeting and starting to do parts of the work. The next meeting is on April 5, 2023. Nancy, Natasha, and others may visit the Wentworth later this month.

Nancy Kilbride:

Mailed 85 Sponsorship letters that were focused on NH businesses. Nancy will follow up in April and May, so far people are excited about the location and venue. Nancy is working on a draft budget for the conference to help come up with the registration fee.

Nancy visited the Wentworth last week. The layout will depend on the number of concurrent sessions that we will have and how many sponsor booths can fit in the space. The menu will be narrowed down as we get more information about dietary needs. The hotel is allowing us to use the board room for conferences or meetings during the conference. We have 100 rooms for Monday and 130 rooms for Tuesday night in the room block. The longer we wait to open up room reservations there is higher chance that there won't be rooms available.

Do we open the booking earlier than the conference registration? There is no financial obligation to NNECAPA if we open the reservations earlier.

Consideration: There are people who would like to see an agenda before registering.

Equity keynote from APA: Equity in zoning guide authors are looking for a person to offer that session.

2025 Planning:

Nancy is in Portland meeting with venues in Maine and looking at 4 potential venues. Nancy will put recommendations together once she meets with all of the venues. Many of the proposals have a deadline of the end of the month or the beginning of the month, so a decision should be made within the next few weeks.

There may be additional expenses incurred by Nancy while she visits the venues that were not included in the budget for this year but can likely be covered by the conference budget.

#### **5. 2023 Sustaining Sponsors- Nancy Kilbride**

Nancy mailed 36 letters to businesses and has made soft calls to sponsors. Jeff will help Nancy with reaching out to sponsors.

#### **6. 2023 Membership Outreach & Materials - Vorwald/Kilbride**

Nancy has connected with the chapter membership coordinators and is bringing everyone together to talk about what to do with the APA report, do they welcome the new members or remove lapsed members from the constant contact list? Work to develop a generic email for all chapters to have consistency across the chapters with communications to the members. The meeting is next Thursday, updates to follow.

Nancy asked for lists of potential new members from each section and has not gotten a lot of names from the chapters. There is a hope that after the meeting next week, this request is more clear.

#### **7. Reserves & Investment Policy - Sam Durfee**

A conversation about clarifying language about “stable investments” referred to as “small risk and guaranteed return”. The bottom line is that we can invest the money in places where there is a return but little to no risk of losing money.

Another provision in the policy is that if there are excess reserves we can explore making investments that do not guarantee the principal. Motion to insert the language included on the page into the policy and procedures doc. - **Moved Matt 2nd Eric, - approved**

### **8. Executive & Other Committee Membership Bylaws/Policy - Meagan Tuttle**

Is APA membership a requirement to serve on a board of a chapter or the NNECAPA?

Currently, there is no policy requiring membership.

Sarah M. it should be explicit that membership at the chapter level is required. If there is a hardship issue it can be addressed by the EC. Officers have to be APA members by their bylaws. EC members should be part of the NNECAPA and Chapter members. Include a provision for if someone has a financial hardship. This should go to one person rather than the entire EC. Add this item to the coordination meeting for discussion at the meeting in the summer.

### **9. APA Consolidated Elections for 2024-2025 Officers - Meagan Tuttle**

APA national helps manage the ballot process for NNECAPA and needs to be planned far in advance. Details and schedule are attached to the minutes.

How to increase participation from ME & VT in officer positions. Need to step up our collective thinking about how to recruit the VP & Secretary roles.

Section policies around nominations to the EC if someone is looking to leave or change roles let Meagan know so we can plan for 2024.

### **10. Yankee Planner Newsletter Models - Jeff Levine**

Jeff investigated how MA & CT do their newsletters and spoke with the person who does theirs. A magazine is released 3-4 times a year, the PIO collects the articles and sends them to the editor who puts together the entire magazine. They sell ads to cover the cost of the designer's time and the remaining money goes to the chapter. Jeff is waiting for more information from the creator of the magazines.

Does this conflict with something that the chapters are already doing?

What are the offers for platinum and gold sponsors? Is this a potential conflict of interest? It could be a more predictable way to showcase our sponsors. As conference costs increase this is a possible way to include more tiers of sponsorship that have been phased out of the conference sponsorship. How to solicit content is something to consider. Jeff will share a link to the MA & CT magazines.

Is there a possibility to use the skills of our members to help with some of the work in creating something similar? A possible hybrid approach.

### **11. Ohio APA Planning Webcast Series - Levine/Tuttle**

Jeff: During the March, 3rd webcast, we aren't members at this time. The dues are \$150 to be part of the series. Our members can't access the webcasts or get credit for them if we are not members.

When we decided not to host our own webinars did we remove the line item from this year's budget to pay for membership in this series?

Do we continue to be members? It brings a lot of value in a free service for all members.

Vote to spend \$150 for membership in the web consortium - Move Sam 2nd Jeff - approved

### **12: Annual Coordination Meeting with Sections: - Tuttle**

Looking ahead for topics and invitee list. Would like to get a save the date out as soon as possible. June 16th a short EC meeting with a brief transition into a meeting with the sections. Topics: Membership Dues, Profit Sharing Model Change, Treasure's Meetup, Memberships, Legislative Member Meetup,

### **13: Officer & Committee Roundtable**

- a. President: Meagan shared an invite to all who are going to Philly for the NPC for a meetup in person. APA has been asking for confirmation about chapter's administrative
- b. Vice President (& States) Update
- c. Profession Development Officer Update
- d. Section Reps: NH has the same update as last month, they are preparing for future conference planning and have a strong COG this year  
ME: Conference planning for the spring we have picked a date and a venue.  
VT: Tracking legislation, planning spring conferences and awards.
- e. Conference Planning 2024 in VT: Nothing new to share about the next conference in VT.

APA policy and advocacy reached out to learn about bills in each state and are working to connect legislative reps with APA resources.

### **14: Other Business**

May EC meeting will not be held unless there are time-sensitive issues that come out of the April meeting

### **15. Adjourn**

**Next Meeting: Friday, April 21, 2023 @ 11am on Zoom**