# **NNECAPA Executive Committee Virtual Meeting Minutes**

Friday, March 15, 2024 - 11:00 am

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

**Guests:** None

# **1. Call to order**

The March 15, 2024 meeting of the NNECAPA Executive Committee was called to order by M. Tuttle at 11:00 am.

**2. Approval of Minutes**

Minutes from the February 16, 2024 meeting were presented for consideration. S. Durfee made a motion that was seconded by E. Vorwald to approve the minutes as presented. The motion passed unanimously (8-0).

**3. Treasurer's Report**

S. Durfee presented the Treasurer’s Report. He reminded the EC that $5,500 was moved in the CD and that is reflected in the report. He also mentioned that about $1,000 donation was received, and a thank you note will be sent to the donor. A payment of $1,254 was made to APA to allow unlimited CM registrations for 2024. Overall, S. Durfee reported that there was not much activity.

E. Vorwald made a motion that was seconded by S. Wraight to accept the Treasurer’s Report. The motion passed unanimously (8-0).

S. Durfee noted that $500 is budgeted for outreach and advocacy and has been used in the past to offset the cost of attending the APA Policy Conference. In past years, the PDO has received conference reimbursement from their employer. D. Shim has expressed interest in attending NPC, and the suggestion is to use these funds to assist D. Shim attending the NPC. Utilizing these funds to support D. Shim would not have a significant impact on the budget.

M. Tuttle reported that she has requested support from the Chapter Presidents Committee for her flight and registration. If she receives the support, a portion of the funds could also support D. Shim.

E. Vorwald made a motion that was seconded by J. Levine to transfer the$500 from policy and advocacy support to CM support. The motion passed unanimously (9-0).

**4. Membership**

J. Levine reported on a membership meeting with sections and N. Kilbride that focused on addressing membership and low renewal rates. The Chapter and the Sections both reach out to members to support renewals. No one is quite sure about APA’s membership communications, but the Chapter and Sections do a lot of leg work. The group of people that met came up with a system that will not duplicate efforts but will complement efforts.

In short, the Chapter through N. Kilbride will notify members when memberships are close to expiring. After expiration, the Sections will reach out to the members for the higher touch. J. Levine noted that some members may identify more with the Section than the Chapter, even though as a Chapter member, they are automatically a Section member.

J. Levine drafted a paragraph for the EC’s Policies and Procedures and circulated to the group that met. He will bring it to the EC next month.

To support the system, N. Kilbride will map out the specific months she will reach out to members, to help the Sections know when to reach out to expirations. N. Kilbride reported that there have been 144 renewals in the last two months as a result of her recent outreach.

**5. Conference Planning Updates**

S. Wraight provided an update on the conference planning:

* The Social Committee has been brainstorming ideas for the Monday meet-ups. The Committee is looking at the proposed sessions to appropriately coordinate and will circle back to the EC with final topics. The Committee is also working on suggested agendas for those meet-ups.
* The Social Committee has also been discussing networking during meals, and have recommended developing conversation starter cards for each table.
* The Conference Committee received written confirmation from Stowe Mountain Resort that they have no concerns with the conference logo. If the Chapter wants to sell merchandise, that is probably a follow up conversation. N. Kilbride received high resolution logos for the conference materials.
* The Social Committee has also been working on organizing events outside of the hotel, but it is not looking promising due to the shoulder season and high costs. The Committee is looking at other events inside of the hotel.
* A list of restaurants is under development for the Monday lunch in particular.
* The Speaker Subcommittee is working on developing a short list of speakers in the next week or so.
* The Program Subcommittee has started to meet to review submissions.

M. Tuttle thanked S. Wraight for the updates, and noted that the Conference Committee should be empowered to make their own decisions. The EC only needs to vote on registration fees and other decisions that have budget implications.

N. Kilbride reported that registration should open in May. N. Kilbride reported that she sent a draft conference budget, and noted that there are still many unknowns especially around food costs, AV pricing, and gratuity.

The draft budget is conservative. N. Kilbride reported that she met with S. Durfee and S. Wraight to develop registration fees. The recommendation is $315 for a full conference membership rate. The non-member rate for the full conference is $395. Partial registration flows from that and student/retiree rates remained the same as last year.

E. Vorwald asked about the room rate. It comes out to $245/night. He questioned the non-member registration rate and suggested increasing the fee to encourage attendees to become members (i.e., increase the increment to more than $80, which is the Chapter membership cost).

J. Levine recommended increasing the registration fees $5-10 each year to avoid a steep increase in one year. N. Kilbride notes that when the registration fee exceeded $300 there was some push back. She noted that the location may draw fewer attendees and sponsors, but the registration fee should still meet the goal of $10,000 profit.

M. Tuttle asked about registration income. It is generally a wash with food costs. M. Tuttle reported that she is a bit cautious about this budget because it only shows a $5,000 profit versus the $10,000 goal, even with the high sponsorship totals from last year.

S. Durfee asked about registration numbers. The budget is projected at 159 attendees at $315. The attendance level is from the Burlington conference right after COVID, so it is very conservative. He has reservations about increasing the registration fees again, and expects that the Conference will exceed $50,000 in registration revenue.

M. Tuttle suggested showing the registration expectation. She does not want a conservative budget to impact other decisions about the conference.

K. Kilbride reported that no decision is needed today. There was consensus to discuss further at the retreat in April.

J. Levine asked about the 2025 conference in Portland. N. Kilbride noted that the meal pricing is unknown, but the room rate is static. She does not think that it will be much higher than this year. J. Levine reiterated that he thinks the registration fees should go up a little each year.

Turning to scholarships, S. Durfee reminded the EC that the request for scholarships came about from the discussion with the Sections about the 2023 conference profit. He reported that he, N. Kilbride, and S. Wraight met to discuss. They were not keen on the Chapter running the scholarship program, instead deferring to the Sections as they know the membership. The recommendation is to allow the Sections to develop the scholarship program and subsidy and the Chapter offer a matching amount.

The EC discussed criteria and selection process and how the Chapter relates to the Sections. There was no consensus, other than further discussion at the retreat.

K. Pimental reported on the all New England conference discussion. He has worked on putting together a survey of high level questions for the relevant Chapters to gauge interest in an all New England conference. The questions cover location, costs, relevance of programming, travel distance, frequency of this conference, and open ended comments. The intention is to get quick feedback to guide further discussions, especially on location choices.

M. Tuttle reported that MA, CT, and RI are independent Chapters that share a joint conference. They struggle with the same issues as NNECAPA, but nothing seemed like it would be a non-starter. The Chapters agreed to check in with their members to gather more information.

**6. EC & Sections 2024 Retreat**

D. Shim reported that the retreat is planned for April 26 through 27 at the AMC Highland Center.

The EC discussed a variety of agenda topics including the 2024 work plan, membership dues structure, overall Chapter budget structure, conference budget and scholarships, leadership transition, the EDI Committee, and audit.

Other suggestions include an overall discussion regarding programming relationship between the Chapter and Sections, a team building exercise, and strategic planning.

The EC discussed whether it would be helpful to have a facilitator that can help the EC stay on track. Some suggestions were made, and M. Tuttle will follow up on the suggestions.

M. Tuttle asked the section representatives to gather feedback from the Sections.

**7. Chapter Performance Report**

M. Tuttle reported that the Chapter Performance Report was included in the agenda packet. She reported that the Chapter Presidents Council started this requirement several years ago, to assess the performance of each chapter. There were no questions about the submission

M. Tuttle noted that the 2023 bylaws and adopted budget need to be on the website. She asked N. Kilbride and J. Levine to coordinate.

**8. Officer and Committee Roundtable**

**a. President (& States) Updates -**

M.Tuttle reported that she has accepted a position in Madison, Wisconsin, and will be moving out of the region later this summer.

**b. Vice President (& States) Updates -**

J. Levine noted that he reported earlier on membership renewals. He also reported on a small clarifying change to the Policies and Procedures regarding the Chapter applying to be a CM Provider every few years and the yearly purchase of an unlimited CM registration plan.

**c. Professional Development Officer Updates -**

D. Shim will provide an acknowledgment of the new AICP members in the upcoming newsletter. She is also working on a brief regarding APA’s 2024 Trend Report for social media and the newsletter.

**d. Public Information Officer Updates -**

A. Cleveland reported over email that she sent a call for articles for the newsletter. It is intended to go out before the end of March. She is also working on ramping up social media presence for the Chapter.

 **e. Section Representatives -**

All three Sections are working on spring conferences. VT is also working on strategic planning.

M.Sullivan reported that the NH Legislature is considering legislation around lobbying efforts, which could have significant impacts on professional organizations. In particular, it could limit the ability for municipal staff to testify on behalf of professional organizations.

E. Vorwald reported that the VT Legislature continues to look at housing topics. E. Zwirko reported that the ME Legislature is looking at reestablishing a version of a state planning office.

**f. Conference Representatives – 2024/2025 -**

N. Kilbride reported that the 2026 Conference needs to be at the forefront. Planning around the 2026 Conference relates to the all New England conference discussion.

 **g. Legislative Updates – Chapter or States -**

None.

**9. Other Business**

N. Kilbride asked about the Chapter’s messaging around M. Tuttle’s departure from the region. M. Tuttle reported that she will be working through it in the next several weeks, and will work with A. Cleveland to report in an upcoming newsletter. M. Tuttle asked that if anyone is interested in leadership positions, they can reach out to her and J. Levine.

M. Tuttle reported that the regular EC meeting on April 19 will be canceled as the retreat is the next week, April 26-27. If there is pressing business, a meeting can be called for during the retreat.

**10. Adjourn**

With no further business, the meeting was adjourned at 12:26 pm.