



American Planning Association
Northern New England Chapter

Making Great Communities Happen

NNECAPA Executive Committee Meeting Minutes

Friday, October 18, 2019

2:00-3:30pm

Sarah Marchant, Carol Eyerman, Ben Frost (joined late), Carl Eppich, Jeff Levine, Amanda Bunker, Kerrie Diers, Alex Weinhagen, Jared Woolston, Meagan Tuttle (joined late).

1. **Call to Order (Marchant)- 2:07pm**
2. **Minutes-** September 20 and August 9, 2019 phone meeting – deferred due to lack of quorum at the beginning of the meeting
3. **APA logo update – Marchant**
Sarah said that APA is revising logos for multi-state chapters, including NNECAPA. Nothing firm yet, but hopefully we will have input before finalized.
4. **AICP Leadership Meeting – Marchant**
Sarah said that many chapters failed under the chapter performance criteria. Grants may become available to help small chapters with administration services.

Chapter leaders approved a social media policy that still needs to go before the entire APA board. The intent is to have a simple policy to guide how chapter social media postings. Sarah will forward the final version when adopted. Meagan suggested this be added to our chapter policies and procedure manual.

AICP will revise current requirements for 1.5 credits for law and ethics to require 1 credit each of law, ethics, and equity. Proposal for a required credit for climate change is still up in the air. Final decision on all of this will be at a board meeting in December with an announcement in April 2020.

5. **Membership email campaign - Tuttle**
Meagan said she hasn't heard anything further on this topic – discussed at the September 20 meeting. She recommended sending out the information on the membership renewal changes to the various section listserves one more time before the end of the year. There was discussion about what information APA will be sending out, and what dues APA will be quoting for NNECAPA membership and APA membership. Carl recommended taking a look

at what APA will be sending out. Sarah said she will follow up on this, and distribute a copy so we can review and potentially provide feedback.

6. **NNECAPA 2019 Conference Planning Update – Diers**

Kerrie provided an update on planning for the 2019 NNECAPA conference – happening November 13-15 at the Omni Mount Washington Hotel in Bretton Woods, NH. Kerrie said we have 212 registrations to date (well beyond initial goal of 150). We have \$10,500 in sponsorships to date (goal is \$15,000). She said Kyle is working on entering CM credits. Carl said he just received this information from Kyle, and he will review it shortly. Nancy is finalizing the menus with the hotel this weekend. Some static from the hotel on negotiating meal prices. Outstanding items still working on: selecting cocktail for Maine; state raffle baskets in process (each section working on putting those together); need three more laptops to use for the conference (Meagan, Sarah, Alex volunteered). We have several planning students volunteering time at registration tables.

7. **NNECAPA 2020 Conference Update - Tuttle**

Meagan reported that Jim Donovan was elected the VT Section Representative at the VPA annual meeting last month. Jim expressed interest in being the conference committee chairperson. Meagan and Jim will likely co-chair this, and Meagan would like to set up a conference call with Kerrie and Nancy to discuss lessons learned from the 2019 conference.

8. **Events Your Way Status Update – Marchant**

Sarah said she has worked out more consistent monthly billing with Nancy to help with budgeting. Most of Nancy's time recently has been on planning and logistics for the 2019 conference. Meagan asked that Nancy's monthly updates be shared with the three section representatives, so it can be shared to the sections, and so everyone understands how Nancy is helping.

9. **Emeritus Awards - Marchant**

Sarah said none will be given this year. We will consider this for 2020.

10. **NNECAPA Banner – Eppich**

Carl is working with a company (Overnight Banner), and should be able to get one quickly once we are sure of the specifications. Carl asked if it should be specific to the conference, or if it should be for more general Chapter use. Sarah and Carol said the banner could be for general use. Carl said it would feature the chapter and the three sections with the various logos. It will be a vertical banner, approximately six feet tall.

11. Constant Contact Account – Marchant

The Constant Contact account is up and functioning, and NHPA has put all their contacts into it. Representatives from all sections have login information. Amanda asked who from Maine was an authorized user. After further checking, Sarah realized that no one from the MAP Board is on the Constant Contact account. Sarah asked for the right contact information for someone from the MAP board. Vermont and Maine should upload their membership lists.

12. Draft 2020 Budget & Treasurer’s Report – Marchant

Sarah forwarded the draft budget via email before the meeting. Ben hadn’t joined the call yet. It’s still a negative budget as anticipated due to the transition. Biggest question mark is how much revenue we will realize from dues – still very much up in the air. Carl asked what the budget assumes for membership retention. Sarah said the budgeted revenue is based on no attrition from NNECAPA only members and a maximum of 20% attrition from section-only members. There was discussion about the number of members currently – approximately 324 NNECAPA only; approximately 320 section-only members; for a total 644 possible members. With a 20% attrition rate from section-only members, revenue is based on a total of 579 members. Sarah said that we will need to work on getting more sponsorships to balance the budget in future years.

Carl said he purchased a large number of thumb drives, and that Ben reimbursed him for that, but he doesn’t see that reflected in the budget. Also in the Professional Development portion of the budget, it shows \$5,000, and Carl isn’t sure why it was bumped up from \$4,250. Sarah said it was because actual cost for this year was higher than anticipated, plus costs for CM registration and national conference have gone up. Carl and/or Sarah will clarify with Ben.

Sarah asked that section representatives bring this draft budget back to each states in order to be ready for the business meeting at the upcoming conference.

13. Business Meeting Draft Agenda

Bylaw amendment – corrections to elected officials. Need to get proposed amendments out to membership via email at least two weeks ahead of the conference. Sarah will try to get this drafted and emailed to the Executive Committee this weekend. Asks everyone to look for this, and provide comments so it can go out in time.

Transition update – Sarah said this will all be reviewed again, with ample time for questions.

APA Leadership update – Sarah will provide an update on AICP updates, social media policy, etc.

14. Policies and Procedures Manual (Succession Planning) – Tuttle

Meagan said it is getting close to being ready for the consideration and adoption by the EC. Several sections are coming together. Several sections are completely blank, and we need to decide whether to maintain with placeholders or delete. Meagan asked everyone to look at it and be ready with comments for discussion at the annual meeting. Meagan will send an email with the link to the Google doc with the current version. Sarah said the hope is to have it ready for adoption at the December EC meeting.

15. PIO Update and Subcommittee - Levine

Jeff said he is coming up to speed, and has met with Sarah to get access to editing the website. Jeff is interested in talking more with others before deciding how to reshape communication methods (e.g., Yankee Planner, etc.). Alex asked about continuing the switch from the free Google suite to the Google non-profit suite. Sarah said that this may not be worth it given that we have Constant Contact, but that we should make a final decision about this later when things settle out some more.

16. PDO Update and Subcommittee – Eppich

Carl said the subcommittee hasn't been active since the summer. Lots of work on getting ready for CM credits for the annual conference.

17. Fall Leadership/Policy and Advocacy Conference Recap – Marchant & Weinhagen

Alex recapped the APA policy and advocacy conference that was in Washington DC on September 23-25. Alex, Jared, and Sarah attended. One of Sarah's transit colleagues also attended, and they put together some fact sheets on transportation funding that were helpful in their meetings with the NH delegation. Alex mentioned that APA's second State Legislative Summit is happening in December. Sarah provided more details, and asked if there was anyone interested in attending. She said that APA hasn't committed to providing funding support for attendees yet, and that this will be based on interest expressed. Megan mentioned that Jared may have expressed interest previously, but also said he had scheduling challenges. Sarah will resend information about the summit to see if someone from one of our three states might be interested.

18. Communications and timelines not addressed above – none.

19. Roundtable/Officer Updates – none.

20. **Next meeting** – Sarah reminded everyone that the next EC meeting is at the conference on November 13 at 4pm.
21. **Other Business/Future Discussion Items**- none.
22. **Adjourn**- 3:30pm