



NNECAPA Executive Committee Meeting Minutes
Friday August 9, 2019
2:00pm – 3:00pm

Sarah Marchant, Rita Seto, Kerrie Diers, Meagan Tuttle, Jared Woolston, Ben Frost, Carol Eyerman, Nancy Kilbride, Scott Osgood, Jeff Levine, Amanda Bunker, Alex Weinhausen

1. Call to Order (Sarah) – 2:00pm

2. Minutes

- a. June 21, 2019 phone meeting – Ben moved to approve. 2nd Alex. All approved.
- b. July 18, 2019 phone meeting – Meagan moved to approve. 2nd Ben. All approved.

3. Resignation of Brandy Saxton - Sarah

a. ACTION: Appointment of Jeff Levine to PIO position thru December 31, 2019. Sarah reported Brandy resigned due to time commitments. Sarah talked with Brandy and thanked her for all her efforts on the APA website transition. Sarah asked if we wanted to send a gesture? Yes. Rita will spearhead effort.

We have power to appoint Jeff and he agreed early before his official start date on January 1, 2020. Jeff used to be the Planning Director in Portland, joining MIT faculty and starting a consulting firm. He's done PIO stuff with media, on SNEAPA board and have experience, can make the time commitment.

ACTION: Carol moved to appoint Jeff to currently fill in the position through Dec. 31, 2019, 2nd Kerrie. Unanimous yes. All approved.

4. Elections Planning Committee - Meagan

Meagan reported voting is now open and closes next Thursday August 15, 2019. She sent reminder to VPA listserv and asked NHPA and MAP to do the same.

There's been confusion on what Section-only members can only vote on. Lynn noted that APA policy is APA members can only vote for the APA slate of officers. Meagan discussed this was not the guidance that was originally explained to her – so the messaging that went out was incorrect.

Carol noted we need to update the messaging. There's confusion on the NNECAPA policy vs APA policy and currently APA "trumps". Meagan requested the email from Lynn to get clarification and will re-send the messaging out – coordinate with Kerrie and Amanda.

5. NNECAPA 2019 Conference Planning and Timeline – Kerrie/Nancy

Nancy reported 90 registrations (goal of 150) – 12 sponsors (7 vendor tables) and so far, have \$5500 on sponsorships. Kerrie reported conference committee will follow up with sponsorships. Already fulfilled minimum obligations with the hotel and asked to remove cap. Cocktail contest – bartenders coming up with suggested cocktails for each state. Nancy's meeting with bartenders. Kerrie also

reported wanting a raffle – maybe a basket from each state, to encourage participation to stay in the last session/lunch. Kerrie reported that awards committee extending deadline to Sept. 15 – website and form is updated. Submissions will go to Nancy.

6. VPA 2020 NNECAPA Conference Deposit

Meagan updated working with Nancy to find a venue in Burlington.

7. Events Your Way Status Update – Sarah

Nancy had a July report update that was sent out to the EC. Any questions, let her know.

8. Emeritus award – Meagan/Ben

Ben wanted to update the EC if we want to start the Emeritus award for this year. We should put it online to encourage submissions. Carol suggested the PIO to perhaps push out. Do we also want to solicit for this upcoming year's annual conference? Yes, everyone agreed. Sarah will put it on the website.

9. New Ruralism – no update.

10. NNECAPA Banner – Carl – not present.

Sarah reported that no progress has been made at this time so she'll remind Carl next week.

11. Software/App transition for membership management and events

Subcommittee – Ben assembled a team from all 3 states. After research and conference calls, decided for the short run – we want to use Constant Contact (currently cost effective). In the future if we decide we need something more robust, we'll reconsider later. Helpful as Nancy is also a user to Constant Contact. Ben noted Sarah is just starting to delve into the Google Non-Profit status and there's nothing in there right now. (Everything is in the regular Google platform – how do we move it over to the Non-Profit suite platform? Does the Google Non-Profit suite provide listserv service?). We may need to remove all Google emails and then re-create in Non-Profit? Sarah needs to research more on this transition.

Nancy asks when we plan to transition to Constant Contact? Ben suggested that if it's easy for Nancy to switch, we can do it now, but if it's going to be laborious, let's wait until after the Annual conference. Nancy agreed to wait until after the conference. Ben will establish the Constant Contact account to get that ready with Sarah and Jeff so it's ready to go for Nancy. Meagan asked if it makes sense if we target having the platform start January 1 to coincide with the budget year? NHPA's Wild Apricot runs out in October so will need to use it. MAP can get uploaded to Constant Contact.

ACTION: Ben motioned to select Constant Contact as the next platform for all 3 states to utilize. Carol 2nd. All approved.

12. Draft 2020 Budget & Treasurer's Report – Ben

Ben sent out the latest budget update. Ben asked the EC – the conference is scheduled late in November – our fiscal year ends September. 2 options: Ben can keep the books open until what the conference impact is or Ben can close the books in September and book the conference to the following fiscal year. Either option doesn't affect tax filing or cash flow but it is a long time to keep the books open.

Alex says keeping books open for 3 months is ok but not past Dec. 31, 2019. Next year NNECAPA budget would have 2 conferences in the following year. The group agreed to close the books by Dec. 31, 2019 to start the new year with a clean budget.

ACTION: Ben pointed out the budget has upcoming expenses from now until Dec. 31, 2019 – we'll have a deficit of approximately \$8,000 (fully intentional). Ben will need to transfer from Money Market account \$5,000 to NNECAPA checking account to be able to cover the deficit. Alex motioned to approve the transfer, 2nd Carol. All approved.

Meagan asked how close is the current FY19 budget reflective of upcoming FY20 budget? The Sections are anxious to confirm to build their budgets. Ben will work on structuring that in the next few weeks. Meagan asked Ben for a quick conference call with Steve/VPA to go over details.

13. Policies and Procedures Manual (Succession Planning) – Meagan

Latest version on Google Docs.

- a. Financial Policies – Frost and Treasurers
Ben got feedback from Jane and Steve and will compile and put in Google Docs.
- b. Conference Policy – State Directors and Treasurers
Meagan reported that there was 1 meeting with the committee. With new arrangement, it might be good to decide how to split the conference revenues 60/40 and perhaps put more towards the Chapter vs. Sections. Not an official recommendation at this time. Also consider conference losses – perhaps split the first \$1000 and then any remaining losses covered by the Chapter – to acknowledge Sections have less cash flow.
Amanda – if the future revenue split should be more reflective of the planning effort more towards NNECAPA and not just the Sections. Right now, the model is the States are doing the bulk of the work and yet the revenue is split 50/50 with Chapter. Especially if future conferences are more NNECAPA oriented and not just Section oriented. Everyone agreed. Discussion on the committee structure – incorporating NNECAPA PDO and Treasurer into the conference planning committee.
Ben reiterated the past discussion of having a standing chapter conference committee and agrees this is in the right direction we want to go.
- c. Next section? Sarah looking for the next section to work on.

14. **PIO Update and Subcommittee** - Sarah
Covered under #3.
15. **PDO Subcommittee** – Carl absent.
Sarah noted that Jeff and Carl are your go-to event CM provider of the website – need their level of permissions to put on there.
16. **Fall Leadership/Policy and Advocacy Conference** – Jared, Alex, and Sarah
Sarah reported that all 3 are headed down. Jared noted that suggested that we have more groups to have signature on this letter to encourage Senator Susan Collins to spend on Infrastructure bill. Do we want Sarah to sign onto on behalf of EC along with Maine? Alex – would support that message and was going to bring that message to VT too. Sarah will send letter out to EC. Jared wants letter by Aug. 21.

Sarah reported the Policy/Advocacy focus is on transportation reauthorization and infrastructure and a little on housing. APA has 4 thematic areas/pillars to focus on. Seems to have a positive outlook heading into the conference. Under APA – asking to email your congressional delegation to encourage them to support the T-bill.

17. **Communications and Timelines not addressed above**
- Sarah got email from a national non-profit that increases awareness - Coalition Against Bigger Trucks, especially with Maine legislation. - <http://www.cabt.org/>
He wants Sarah to talk to him and NNECAPA partnering with the Coalition in Maine to defeat larger trucks.
Amanda suggested perhaps we should focus our efforts on our strategic plan or on a topic that is very meaningful to the majority of our membership.
Everyone agrees we don't want to get into that.

18. **Roundtable/Officer Updates**

19. **Next Meeting dates**

- | | | |
|---------------------|--------------------|---------------------------|
| a. Sept. 20 – phone | b. Oct. 18 – phone | c. Nov. 13-15 Conference, |
| d. Dec. 6 - phone | | pre meeting on the 13th |

20. **Future Discussion Items**

- Emeritus award

21. **Adjourn** – 3:10 PM

*Respectfully Submitted by
Rita Seto, NNECAPA Secretary*

FY2019 Budget - Northern New England Chapter of the American Planning Association

	Adopted Budget FY17	Actual FY17 (9-30-17)	Adopted Budget FY18	Actual FY18 (09/29/18)	Adopted Budget FY19	Actual FY19 (8/8/19)	NOTES
REVENUES							
Operating revenues:							
APA/AICP Rebate (Including Chapter Only)	15,500	17,899	15,500	16,786	17,000	15,313	Quarterly reimbursements from APA
Interest	-	7	-	6	6	-	
AICP Study Manuals	60	30	60	-	50	-	
Miscellaneous	-	-	-	-	-	-	
Subtotal	15,560	17,936	15,560	16,792	17,056	15,313	
Professional Development Workshops:							
Spring Workshop	-	-	-	-	-	-	
Annual Chapter Conference	5,000	3,859	3,000	-	3,000	-	Profit or loss split 50/50 with host state association
Chapter Conference - seed money returned	2,000	-	2,000	-	-	-	
Subtotal	7,000	3,859	5,000	-	3,000	-	
TOTAL OPERATING REVENUES	22,560	21,795	20,560	16,792	20,056	15,313	
EXPENDITURES							
Member Communications							
Website/Communications/Social Media	7,500	1,942	7,500	982	25	147	Domain registration
Newsletter	-	-	-	-	-	-	
Chapter Awards/APA National Awards	250	275	250	235	300	-	
AICP College of Fellows	-	-	360	190	-	-	
Subtotal	7,750	2,217	8,110	1,407	325	147	
Professional Development							
AICP Exam Preparation/ Assistance	100	-	100	100	100	-	CPC AICP Exam Study Guides
Professional Development Support	4,000	3,840	4,000	4,097	4,250	4,804	CM registration, PDO expenses, Webcast Consortium, and PDO in National Planning Conference
Planning Student Support	1,000	430	1,000	233	1,000	-	Travel and lodging expenses for a student from each state to attend the NNECAPA fall Chapter Conference
Annual Chapter Conference - seed money	2,000	-	2,000	-	-	-	Conference seed money for for annual Chapter conference host state association.
Subtotal	7,100	4,271	7,100	4,430	5,350	4,804	
Advocacy & Outreach							
APA Policy and Advocacy Conference	6,000	2,361	6,000	6,738	5,000	-	President and Legislative Liasions from 2 non-president states to APA Advocacy Conference
State Legislative Summit	-	-	-	-	500	584	Attendance by 1 Chapter rep.
Raise Awareness and Celebrate Planning	500	-	500	383	-	-	Includes Emeritus Program
National Planning Conference Receptions	300	-	300	-	300	-	
Allied Organizations	2,000	2,000	2,000	-	-	-	
State Association Planning Grants	3,000	2,000	3,000	3,000	-	-	
Subtotal	11,800	6,361	11,800	10,121	5,800	584	
Chapter Administration							
Executive Committee Meetings	5,000	450	4,000	1,778	3,000	1,892	Quarterly meetings and retreat w/state associations
Strategic Plan	-	-	-	-	-	-	
Financial Management	1,000	18	1,000	1,783	1,200	164	PO Box, stamps, D&O Insurance
Administrative Support	-	-	-	-	7,500	5,284	6 months' admin support
Annual Business Meeting	3,000	2,900	3,000	-	3,000	-	
Chapter Presidents Council/APA Leadership	5,000	3,813	5,000	4,644	5,000	3,054	
Chapter Organization	-	1,686	-	7,503	-	-	
Subtotal	14,000	8,867	13,000	15,708	19,700	10,394	
TOTAL OPERATING EXPENDITURES	40,650	21,716	40,010	31,666	31,175	15,928	
ANNUAL NET POSITION	(18,090)	80	(19,450)	(14,874)	(11,119)	(615)	
DEDICATED ACCOUNTS							
Dedicated Accounts Available Balance							
Plan 4 Health	-	50,000	-	-	-	-	
Dedicated Accounts Available Balance	-	50,000	-	-	-	-	
Dedicated Accounts Expenditures							
Plan 4 Health	-	50,000	-	769	-	-	
Subtotal Dedicated Accts Expenditures	-	50,000	-	769	-	-	
Dedicated Accounts Net Position	-	-	-	(769)	-	-	
Checking Balance (8/8/19)				8,272			
CD/MM Balance (8/8/19)				24,118			
TOTAL				32,390			

NNECAPA Report from Events Your Way August 1, 2019

Conference – NNECAPA 2019

- Updated online registration to include pre-registration of workshops
- Developed and sent out “Register Today” newsletter via Constant Contact
- Mount Washington Hotel
 - o Met with the reservation manager regarding a few issues with reservation link
 - o Requested that they extend our room block and rates to include Friday night. Negotiated a fee of an additional \$100 vs. \$200. They would not budge.
 - o Talked with our event representative about the state drinks, tour and menu. Waiting to hear back from them on logistics.
- Sponsors – sent a CC email alert to potential sponsors. We only had about 50% emails so I visited websites in an attempt to find an email for our contact or at least a generic email. Only missing about 10% at this point
- We have raised \$4,000 to date with 8 sponsors. Followed up with each to collect their logo, discussed having a table and will follow up with them on logistics.
- Set up database on access and will update as registrations come in. We will be able to query all aspects of the registrations: category of attendee (sponsor, speaker, volunteer, sponsor, and exhibitor), payment or payment due, selected workshops, allergies, special needs, days attending, etc.
- COG developed conference agenda. I reached out to each speaker to confirm their availability, confirmation of title, description and panel of speakers. Reminded them to register and book their room (except for those that we are comping). Will follow up with them on AV needs
- In the process of finalizing session descriptions and bios of speakers
- Working with the COG committee on all aspects.
- Processing and depositing checks as they come in
- Managing on average 150+ emails and phone calls on conference per week. I actually counted them this week just for an idea and it is only Thursday.

Budgets for NH, ME and VT

- Ben generated a draft budget template for all 3 states
- Still a work in progress.

NECAPA Conference – 2020 VT

- Vermont decided on Burlington as the location
- Sent an RFP to the Hilton with various dates
- I spoke with the hotel and they do not have those dates available. They provided an alternate date but committee did not want those dates
- Committee is discussing alternative locations

Website

- Emails are now being forwarded directly to my email
- Training is being planned with Donna