

NNECAPA Executive Committee Conference Call Minutes Friday May 22, 2020 – 9am – 11:00am

EC Attendance: Jim Donovan, Amanda Bunker, Rita Seto, Carol Eyerman, Jeff Levine, Alex Weinhagen, Ben Frost, Sarah Marchant, Jared Woolston, Carl Eppich, Meagan Tuttle, Donna Benton

Regrets: Nancy Kilbride

1. **Call to Order** – Sarah called **9:05am**

2. **Minutes** – April 17, 2020 minutes

Ben moved to approve minutes, Carol approved, 2nd. All approved.

3. **APA Memberships** – Kilbride/Eyerman/Frost

A. Analysis of Q1 renewals

B. Membership – Spring membership drive with Section Help!

Ben reported looking at Q1 to Q2 between October 2019 to March 2020. He reviewed the membership list of who was renewing and who was not. Ben compiled renewal data from 2018 and did analysis of exactly who and when they renewed while identifying who had not renewed. 474 total members, 340 APA, 59 chapter only. Since Q2 of 2019, 114 have not renewed. Ben will send out google sheet to assist us on member outreach efforts. The APA list does not give us member detail – doesn't tell us what state they live in. Nancy can link access database via member ID and generate list for states to confirm.

Although there are 42 new chapter only members, the revenue numbers are less than anticipated. In the original budget, we did not account for APA's 2-year intro dues rate where the Chapter rate is only \$20. For those members we lose \$60. We have 62 in 1st yr and 20 in 2nd yr (82 x \$60 = \$4960 revenue loss). Ben noted we would not have seen these new members otherwise. We can only hope they renew full membership or just chapter only.

Meagan presented the Vermont membership analysis (see attachment). Ben noted this would be a good approach for other 2 states to follow. Meagan reported they were highly focused on converting organizational members to individual members and was successful. Sarah reported that Nancy is onboard helping the states with the membership drive. Sarah reported after consulting with other Chapters, she noted membership management is using Excel. A simple and cost-effective tool where we can plug APA members in easily versus using a fancy software that is expensive. Sarah thinks we can refine the membership analysis template and Nancy can easily punch in numbers and use that in the future. We need to start membership drive ASAP as we keep the \$5000 loss in mind.

4. **CPC Grant: Special Project – Membership Promotion & Expansion** - Marchant
Sarah reported that this grant would fund Nancy's time to help us continue membership drive. This grant is approximately \$2000 for Nancy's time, printing and postage. The grant is to slant outreach to young professionals to align with APA goals. Nancy can do most of this work. The grant match is in kind hours from NNECAPA board and Sections.

Ben noted when they pushed for NHPA memberships years ago – he combed through each town website to identify the local town planner and personally did outreach. It increased membership significantly.

Meagan asked about members who have been members before but are not renewing (retaining) versus recruiting new people. The membership drive seems to focus on recruiting new people versus retaining. Meagan reported we should focus on the personal outreach instead of relying on Nancy to initiate first contact who many do not know.

Jeff asked about grad students which are a missing market to focus on. Ben noted although they are a section we want to include, in terms of revenue generation, we should focus on professional planners.

Grant due June 1. Sarah wants edits by Tuesday ASAP. We will know by next month on the grant award. Sarah anticipates a meeting with Nancy, Jim, Jeff to compile the sponsorship package for social media.

5. **Treasurer's Report /IRS Filings** – Frost
- A. Account balances – cash flow analysis
 - B. Sponsorship or other income opportunities
 - C. Banking signatories – no update.

Ben reported the Money Market \$5100 and checking account \$5600 with 1 outstanding check for NHPA to be cashed. Ben sent budget estimate attachment which shows a conservative estimate for revenue. When September comes, the revenue will be in red – the only expense is Nancy's fee. July's revenue of APA quarterly distribution of dues is typically the lowest of all quarters. October anticipates roughly \$4500. Sarah noted usually we have other events to keep revenue going but everything has been halted.

We are looking for opportunities/ideas now for continued sponsorship somehow via Yankee Planner or offering training sessions. Jim reported they started some initial outreach – like technology software sponsorships to test. APA has webinar later on about Lessons Learned from NPC20 conference.

Discussion on revenue options include noting Massachusetts has been incredibly successful in the past on sponsorships, but also caution about the Covid19 excuse of not sponsoring anything now. We need revenue to keep Nancy – if we lose her, she will not be returning. She is very excited to work with us, but she has other organizations to focus as well.

Alex suggested we should have a discussion on the possibility of Sections financial status might pitch in to help Chapter's budget. We will consider this as we monitor the next few months. Ben noted we will have roughly \$8000 gap by January 2021.

6. **Yankee Planner/PIO Update** – Levine

Jeff reported the APA's platform that is hosting our page is having issues. Specifically, with job posting including accidentally deleting all the postings. Jeff is working out the issues and is not sure if just our Chapter or others. APA says they are "working on it" but is not getting addressed immediately. Jeff considered posting jobs ourselves versus submitting jobs through APA but it is labor intensive. This is a priority for our Chapter as the job posting is a key service we offer to members. Sarah and Jeff will continue to nudge every day.

For next YP we hope to grab sponsorships. Jeff is working out details with Nancy. Jeff is looking to target firms that want to get exposure into NNE.

7. **NJ Chapter CM Credit Webinar offering**

Sarah reported that NJ is offering to facilitate a Region 1 wide webinar series with each state hosting a webinar. Do we want to participate in a series between June-August? We need to commit to performing 1 webinar. Every state in Region 1 has committed but NNE. Can we piggyback on any existing events planned? Jim noted possibilities from Vermont derived from the conference proposals we could look at. Meagan noted VPA is hosting webinars around that time and could piggyback.

Jim motioned for NNECAPA to participate in the Region 1 webinar series and commit to host a webinar. Carl 2nd, all approved.

8. **NPC20 – CPC Meeting Summary** - Marchant

Sarah reported it was disappointing. CPC will not be hosting any in person events for the rest of the year. There is a new CPC president who's focused on how to give back to States. No solution currently. There was discussion how APA content was charging \$120 for 2 days (making it challenging for Chapters to offer credits at that price and fill a role). Carol noted the content wasn't applicable to NNE and this is where we can provide that service.

9. **VPA 2020 NNECAPA Conference** – Donovan

- a. Conference 2020 – webinars
- b. Annual meeting online? date/time not decided. Maybe join?

c. Sponsorship opportunities

Jim reported that VPA was hoping to incorporate some social aspect and not just credits. They decided on 2 half days in a week. They will stick with the current theme and build as part 1 (this fall) and part 2 (next year) so it will be a cohesive theme to tie together for next year. We do not need to solicit new RFP proposals. We want to offer specific local topics and if people sign up, we could offer access to the webinars for the year.

Board agrees in the direction Conference Committee is going.

10. **Retreat** – Summary notes and action items

Sarah reported we are focusing on membership and sponsorships for now as key priority. We will address the other items once these two get handled. Meagan will update Policy & Procedures Manual edits to review for next meeting.

11. **Officer and Officer Committee Updates**

- a. PIO and Communications Committee
- b. PDO and Prof Dev Committee -
- c. Treasurer and states – Ben will do longer term expense projection and identify what revenues target is needed, send out to group.
- d. VP and states – Carol continued working on memberships.
- e. President and states – NHPA planning spring conference in the works.
- f. Section Reps – ME, NH & VT - Awards - planning a video/3 min acceptance montage for after each webinar/session.
- g. Leg Liaisons – ME, NH & VT

ME: Jared participating in climate council resilience and was invited to be stakeholder. MAP also invited – May 27. Leg – MAP followed Tiny House bill with moving tiny homes to their final destination. Proposed to exempt tiny homes from local zoning review. This is a building code exemption and have reached out to Maine Municipal Association.

VT: Alex been following Covid19 blizzard recovery packages. Gov. Scott just announced statewide relief package \$1.9m CARES package. Gov. does not have broad discretion to spend it all and need a proposal to work through Legislature. VPA will not be very involved but keeping tabs related to local businesses. Leg starting to look at non-Covid bills last week. Leg proposing a skinny budget to get through first half of fiscal year.

NH: Ben reported NH Leg will reconvene June 11. Gov. Sununu has complete \$1.25B spending authority. There is a Main Street application \$450m grant for local businesses. There's also Tiny House bill in NH – introduced to exempt from local zoning.

12. **Next Meeting dates** – Carol proposed 9am Fridays for summer time.

- a. June 19- 9am
- b. July 17 – 9pm

- c. August 21 – 2pm
- d. September 29th – NNECAPA
- e. October 16 – 2pm
- f. November 20 – 2pm
- g. December 18 – 2pm

13. **Other Business/Future Discussion Items**

14. Adjourn 10:47am

*Respectfully Submitted by
Rita Seto, NNECAPA Secretary*