

NNECAPA Executive Committee Conference Call Minutes

Friday July 17, 2020 – 9am – 11:00am

EC Attendance: Rita Seto, Jeff Levine, Carl Eppich, Carol Eyeran, Sarah Marchant, Meagan Tuttle, Amanda Bunker, Nancy Kilbride.

Regrets: Donna Benton, Alex Weinhagen, Jim Donovan, Ben Frost, Jared Woolston

1. **Call to Order** – Sarah called **9:05am**
2. **Minutes** – June 19, 2020 minutes – tabled to next meeting
3. **APA Memberships** – Kilbride/Eyeran/Frost
 - A. Summer Membership Drive
 - B. CPC Grant

Sarah reported she is still waiting to hear on CPC grant award. There's good progress with APA on the membership incorporation (generated a ticket to APA IT to incorporate full member list). APA in process of creating a direct link for members who are new or Chapter Only. This is a jot form on APA to replace the link on our website (direct to APA's) so it will funnel into their membership system. APA is struggling with organizational members at this time but that will phase out in a few years.

Membership drive – we are still trying to get a complete list. Vermont has a complete list and working on members who have not renewed. Ben noted he is working with Becky Hebert on the NHPA membership.

4. **NNECAPA Sponsorship Drive** –

Sarah wanted to make sure that events across all 3 states are being shared. NHPA's communications person recently resigned and waiting to see who will fill vacancy. Jeff will post on events calendar (and push out to social media) if you send events info to him. Meagan reported all VT events are posted by Ravi and Meagan for dissemination. Carol suggested each section emails events and cc Jeff on it. Sarah will create a PIO google group so everyone can be on the same page. Rita suggested perhaps a weekly or biweekly Friday summary of events across all 3 states similar to Ben sending out the Ohio Planning webcast to see what's coming up.

Sustaining Partner sponsorship drive was a failure – most organizations are concerned about current financial climate. Some are willing to contribute to the conference as a sponsor. We need to focus on the conference sponsorships and push registration sign ups. Meagan is optimistic on conference revenue. Nancy agrees and reported conference sponsorship is at \$1700 so far.

5. **Maine Sponsorship Drive** – Frost (absent but sent email update)
 - a. IRS Concerns
 - b. Vote

Regarding the question of funneling donations to MAP through NNECAPA: I've done some research and while I could find no IRS commentary that's directly on point, there are other statements that clearly state that when donations are made to a 501(c)(3), for them to be tax deductible they must be for a charitable purpose. If a donation to a 501(c)(6) could not be deemed tax deductible, then passing it through a 501(c)(3) also would not be tax deductible. For NNECAPA to do this – essentially laundering the money for MAP – would run the risk of NNECAPA losing its 501(c)(3) status with the IRS. I do not recommend doing this.

The EC agrees with Ben's recommendation. Amanda will report back to MAP and understands the recommendation.

6. **APA Federal Advocacy Request for APA NNE and Maine Association of Planners for Sen. Collins**

APA asking us to send letter of support to Sen. Collins (Chair of Senate - Banking, Housing, and Urban Affairs Committee) to funding municipalities which will help planning positions. If MAP approves, we will move forward with the letter. Jeff cautions on the wording and ensure it is not used as an election issue. Sarah will email EC for online official vote. APA needs letter by next Wed.

7. **Treasurer's Report** – Frost (absent but sent email update)
 - A. Account balances and cash flow projections
 - B. Banking signatories – on hold

Ben reported we should receive the next distribution from APA within a week or so, and I'll update the cashflow projections after we get that. Balances remain roughly as they were at my last report.

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

Jeff reported next YP and need content by end of July/early August. Jeff asked if we could start putting sponsors on it (yes) – Nancy will confirm with Jeff which sponsors can be incorporated. For content Carl suggested South Portland who just finished their climate adaptation plan and highlight APA resources on Covid-19. Climate issue could be potential YP theme. Nashua finished Resiliency Plan. We need gossip – Grapevine people updates.

9. **Region 1 Chapter CM Credit Webinar offering** – Marchant
 - a. CM Credit submission
 - b. Finalizing platform and date/time logistics

Sarah reported there is a NH webinar next Friday – she will send out details on Monday. She secured a Webex platform but is nervous about the capacity – as other webinars had 400-700 on it.

10. **VPA 2020 NNECAPA Conference** – Donovan (absent but sent email update)

- a. Update
- b. Registration
- c. Sponsorship opportunities
- d. Annual meeting online? date/time?

- Jim reported that conference plans are moving ahead. Specific sessions are being finalized in the next week or so. We are also going to have a key note speaker focusing on equity as appropriate for planners and planning work.
- Registration is moving along with 21 registered already. (We did not put in an early registration incentive for this conference.) Sponsorships are over \$1000. It looks like we will at least break even and probably make a little money. Thank you for the input on the registration fee – we set it at \$45 for members and \$60 for non-members.
- The City of Winooski, Vermont is pretty sure they will be able to donate the use of their Zoom Webinar platform for the conference. We should know for certain within a few days. They will be listed as a technical sponsor.
- We are currently debating whether **recordings of the sessions** will be available after the conference for those that did not attend the conference and if so, for how long. One concern is the use of intellectual property of the presenters after the conference. If we decide to make them available, we need to have the consent of the presenters. The first option is to make them available for a while to anyone; those that did not attend the conference would pay a fee that is either equal to or greater than what they would have paid had they attended the conference. The second option is to just make them available for a fixed amount of time after the conference for those that registered. The third option is to not make them available at all, which no one seems to like. We would appreciate any thoughts or preferences that the NNECAPA EC might have on this issue.

Sarah noted we previously had permission issues posting on website. We will create a hidden page to post recordings and send the link to those who registered – this seems most logistically possible. People have intellectual property concerns of full recordings of presentation. We can continue posting presentations on website. EC suggested asking presenters beforehand to see which ones have issues on recording vs. posting presentation and set expectations for time period they will have access so everyone is aware.

- Nancy is helping us coordinate sponsorship contacts between those that might already have been approached for the sustaining sponsorships rather than the one-time conference sponsorship.

- We are planning for the awards ceremony at the end of the conference on the second day, sometime around noon. NNECAPA needs to finalize whether they want a virtual awards ceremony. We can more easily delete the awards rather than add it, which is why we are planning on having it occur at the end of the conference.
- We have scheduled the NNECAPA annual meeting for Thursday morning, **Oct 1.** **NNECAPA EC is responsible for the agenda.** We will assist in the technical running of the virtual meeting. This portion of the conference will be free and open to all NNECAPA members, but a sign-in will most likely still be needed to join.

11. **Officer and Officer Committee Updates**

- a. PIO and Communications Committee – Jeff sent Google Analytics to EC to review – good to streamline or restructure webpages. Was hoping more for time of day but this is good start.
- b. PDO and Prof Dev Committee – Carl reported not much going on from APA. On July 30 APA focusing on social / racial equity – housing for diversity through zoning – we could push that out to NNECAPA. Carol noted NGP COGs webinar series on racial equity. A good series to check out. Meagan put in plug for push out both webinars – remaining threads in conference program – committee struggling to put bandwidth to pull this topic together. Promote these webinars that are already going on – Sarah noted there is a webinar in NH we can pull together a tri state outreach. Use Law session to an existing proposal.
- c. Treasurer and states –
- d. VP and states – Carol updated membership webpage and re-organized, website looks really slick. Call for awards got sent out. Carol asked for volunteers (Rita) to help with awards selection.
- e. President and states – Sarah noted NHPA is still restructuring organization.
- f. Section Reps – ME, NH & VT

VPA: We are moving ahead with its awards – they have made the announcements of winners but have decided to wait until next year to actual present them.

- Finances are solid and stable.
- VPA is closely tracking a few bills in the VT legislature that affect planning. We have given testimony on them but hope to do more when the legislature reconvenes in August.
- VPA is doing a series of three webinars for members. They should also be open to all NNECAPA members. The next session is July 22, “Hosting Effective Public Meetings Online.”
- Nomination for new officers is moving ahead for a vote at the VPA annual meeting, which is being planned as a virtual meeting sometime in the fall.
- Meagan preparing for annual meeting this fall – election officers and bylaw updates – Section Rep rotating for 3 years. Do we want to start this year? VPA can start first rotation this year.

MAP: no updates.

g. Leg Liaisons – ME, NH & VT – no updates

12. **Next Meeting dates –**

- a. August 21 – 9am
- b. September 30-October 1 – NNECAPA Annual Conference
- c. October 16 – 2pm
- d. November 20 – 2pm
- e. December 18 – 2pm

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

- June 19 meeting minutes
- Policy & Procedure Manual - adding membership procedure once finalized with APA
- Exec Committee Agenda for Conference

14. Adjourn 10:02am

*Respectfully Submitted by
Rita Seto, NNECAPA Secretary*