

NNECAPA Executive Committee Conference Call Minutes

Friday August 21, 2020 – 9am – 11:00am

EC Attendance: Sarah Marchant, Rita Seto, Jeff Levine, Jim Donovan, Meagan Tuttle, Nancy Kilbride, Ben Frost, Amanda Bunker.

Regrets: Donna Benton, Alex Weinhagen, Jared Woolston, Carl Eppich, Carol Eyerman

1. **Call to Order** – Sarah called **9:07am**
2. **Minutes** – June 19, 2020 minutes – tabled to next meeting
July 17, 2020 minutes – tabled to next meeting
3. **APA Memberships** – Summer Membership Drive
 - A. Status update and actions in July/August
 - B. CPC Grant – Motion to accept grant

Sarah reported that NHPA started membership tracking like VPA. She received member dues in July which typically is smallest quarter, however we got \$5000 for last quarter (got new members and mostly member renewals). Sarah still working with APA on incorporating members that went through NNECAPA into their database. July membership does not include the members that NNECAPA have working directly on member sign ups. There is still an IT ticket to address this. Sarah will set weekly calendar reminder to nag APA. Lynn is on FMLA leave for an unknown timeframe.

Nancy reported she updated website with the APA jotform so individual signups are directly going to APA. Nancy reported 496 members including organizational members to date. The current roster is to August 13.

The CPC grant got awarded - \$1000 for printing and \$2000 for Nancy's services. The grant is to focus on outreach to young professionals and expansion on memberships. Sarah plans to convert membership list to a GIS map to see geographic distribution. This will help the State Sections focus on membership outreach. We need to send APA a summary of deliverables, templates and reports for grant closeout. Sarah would like a commitment from Sections that they will assist on the outreach efforts. Sarah will send email for official vote – it is noted it was unanimous agreement for members on the call to sign grant.

4. **Treasurer's Report** – Frost
 - a. Account balances and cash flow projects
 - b. Banking signatories – on hold

Ben reported he received 3rd quarter statement from APA yesterday. Ben will send out cash flow and budget updates next week once reconciled. The current checking account has \$12,000 and Money Market \$5,000.

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

Jeff reported summer YP went out. He noted he found old YPs in the trash folder of inbox – might be a glitch. The summer issue was popular with 40% opening rate. He reviewed analytics – the most popular pages include the main page, jobs page and conference page. He noted we lost some leverage when we allowed free access to the jobs page. We could try to note it is free to access but not free to operate. The next YP will be in October. Social media has been active, just try to keep throwing stuff to Jeff.

6. **Region 1 Chapter CM Credit Webinar offering** – Marchant

Sarah reported the Maine EDC webinar went well – 140 people attended webinar which looked at new ways to look at rural economic development. We will continue promoting the next one. We offered ours for free but other Chapters were charging. Next time if we partner – we should charge.

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

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

Jim reported so far 50 people have registered, including speakers and sponsors up to 79. We are up to \$4000 in sponsorships and the conference budget in the black around \$2000. The conference program is finalized with 6 sessions per day. They are refining the schedule for speakers. The conference committee will send weekly reminders about the conference with highlight topics to sign up. They will pay for Zoom platform upgrade to opt for other services (like polling).

Questions for NNECAPA EC:

1. Awards – preference on presentations? Slides? Host? Live? Ben reported that NHPA awards did short videos pre-recorded, then played with association with the webinars. It was a good format. EC agreed to pre-recorded 3 min video.
2. Due to tech issues at end of the day, are Awards session open to everyone or only who register for conference? Discussion of possible logistical challenges but EC agreed to open to everyone. Amanda suggested to promote virtual awards, people interested in attending need to sign up / register for free to get the conference zoom link the day of.
3. Planning social hours – VPA hosts during the day. Would the NNECAPA Exec sign up to be hosts for the social hour? Morning coffee? Yes, EC can host social hour, and someone can host morning coffee.
4. Annual meeting – NNECAPA will finalize agenda. Conference committee doing test run for all the speakers. Jim suggested EC participate in the dry run – how

do you want to run the meeting? Only Sarah video or EC members video on? No video for participants? Sarah noted for video purposes (maybe have the EC members video on initially for introductions, then turn off to focus only on Sarah, Tara and Ben). Sarah will have opening words along with a basic slide show to run through, Tara on New Ruralism budget appropriation, voting minutes and budget. We will allow only members to vote. How do we approach on Business Meeting (sign in and out) – have a separate Zoom link for the business meeting. Perhaps set up a virtual poll on voting action (Rita suggested Menti.com if Zoom upgrade does not have polling)

5. Awards – who is taking care of the plaques? Meagan – potentially VPA could do physical awards and coordinate awardees on ceremony. Sarah and Jim will clarify with Meagan.

2020 Awards Voting – link sent in email on 8/13/2020. EC members reviewed the proposal submissions for each category.

Plan – 4 – Enosburgh Falls, Destination Rochester 2030, Maine Mall TOD, Pathways to Play: Roadmap for Active Recreation (Rochester, NH) – Maine Mall TOD (ME)

Project – 1 (Market Street Reconstruction, South Burlington, VT)

Planner – 3 (Judy East, Elizabeth Durfee, Brandy Saxton) – not just planning work but also advancing profession. Brandy Saxton (VT)

Citizen Planner – 4 (Frank Torr, David Nadeau, Julie Potter, Sally Miller) – Frank Torr (NH)

Emeritus Planner – 5 (Roger Houston, Peter Keating, Peg Elmer, Jim Donovan, Michael Brands) all 5 qualify.

Sarah will notify award recipients as NNECAPA president. VPA committee will organize pre-recordings and plaques.

8. **Officer and Officer Committee Updates**

- a. PIO and Communications Committee –
- b. PDO and Prof Dev Committee – Carl reported that working with UNH Coop Ext. and trying to make series of webinars for CM credits this fall for participation.
- c. Treasurer and states – Alex’s term is ending, and Darren Schibler is new Leg. Liaison from VT.
- d. VP and states –
- e. President and states – Tara Bamford and New Ruralism from STAR group – working from National Conference – Radically Rural Conference. Creating a White Paper summary of rural ideas to rebuild and revitalize communities. Good article for next YP.

Climate Change Policy guide from APA going for adoption at virtual Advocacy Policy Conference Sept. 23-24. Send update to membership for final version. (Darren, Jared and Sarah attending).

- f. Section Reps – ME, NH & VT – reminder to update Section bylaws on 3-year terms. VPA will start in 2021, NHPA 2022 and MAP 2023.
- g. Leg Liaisons – ME, NH & VT

9. **Next Meeting dates –**

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

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

- Policy & Procedure Manual - adding membership procedure once finalized with APA
- Retreat – summary notes and action items – focus on sponsorships and memberships
- EC Agenda for Conference

11. Adjourn 10:37am

*Respectfully Submitted by
Rita Seto, NNECAPA Secretary*