

NNECAPA Executive Committee Conference Call Minutes

Friday September 18, 2020 – 9am – 11:00am

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

Regrets: Jared Woolston, Carl Eppich

1. **Call to Order** – Sarah called **9:07am**
2. **Minutes** – June 22, July 17 & August 21, 2020 minutes

Jim Donovan motioned to approve all. Carol Eyerman 2nd. All approved.

3. **APA Memberships** – Summer Membership Drive
 - A. Map and Questions
 - B. Timeline for lists

Sarah reported that received CPC grant to do membership drive (\$3000), all 3 States have committed and got letter acceptance back. NNECAPA received first disbursement. Sarah needs to send GIS map for each State on current membership and where gaps are (next 2 weeks). Sarah will re-send grant scope. Section Presidents are the points of contact. Ben suggested a Slack site so EC members can access docs and instant message privately. Sarah will set up Slack channel.

4. **Fundraising update/Webinar Series** - Nancy
Nancy reported Sustaining Partnership can be implemented but was a tough financial time. There was good interest from organizations. Only 1 organization TRORC contributed \$1500.

Membership has generally improved/increased – include any outreach to remind folks to join NNECAPA. The conference has raised \$6150 for sponsorships. Nancy suggested monthly webinar for 1-1.5hr charge member/non-member for fundraising. Need to borrow someone's Zoom platform (could give sponsor or credit to whoever donating platform). Discussion on format, charging sessions competing with free sessions, resources, focus on targeting gaps in scheduling and topics, maybe charging fee for series of webinars instead of per fee. We should ask the PDOs to see their capacity and see if the Winter Webinar 3 Part Series. Content suggestions include tapping into the award winners and nominees for this first year which can relieve capacity issues. Amanda also suggested the Call for Proposals that didn't get selected for program for timing or topic but can be excellent webinar series.

5. **AICP Exam Scholarship** – Membership outreach

Sarah reported she secured AICP Exam Scholarship for the woman who requested us. Sarah also suggested we should outreach to membership to remind folks there is this resource available and it will be first come first serve for the May exam.

6. **Treasurer's Report** – Frost

- a. Account balances and cash flow projects
- b. Banking signatories – on hold
- c. Lobbying \$ for 4 orgs

Ben reported latest budget (less ugly version). Ben hoped that 2020 revenue was more refined but Covid threw it into disarray. VPA efforts and other state membership outreach efforts are helping along with Nancy's efforts on sponsors. Ben reported the "patient is stabilized and moving in the right direction". APA revenues have not come in as strong as hoped. Next year we'll focus on Chapter Only members dues (not as strong because when they renewed, they get 1.5 years' worth). Under Professional Development – broke out into conference registration and sponsorships. Ben reported cash flow is currently good at \$21,000.

Jim Donovan motioned to approve budget as edited. Rita Seto 2nd. All approved. (Ben had to leave).

Sarah reported on lobbying \$ for each State and NNECAPA. Collectively it was under \$5000 for all 4 organizations.

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

Jeff continued updating on webpage. Not much else to update.

8. **Business Meeting Prep**

- A. Draft agenda review
- B. Virtual format

Sarah reviewed draft agenda. Jim suggested leaving CM credit change to make sure members are aware. Get business stuff out of the way, then focus on Tara's presentation.

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

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

Jim reported conference is ready to go – had dress rehearsals yesterday along with EC members for Annual Business meeting. Nancy reported there are currently 123

attendees registered, 18 sponsors, 170 total attendees. Jim reported VPA cut out morning coffee session but will keep happy hour session.

10. **Contract with Events Your Way Discussion**

Sarah reported that Nancy's contract is expiring in September. She's brought a lot of value and expertise to our organization. Sarah asked 3 presidents for feedback and will send contract scope to Sarah for pros and cons, we're going to refine her scope. We will eliminate the high/med/low priorities because the format doesn't work. If it gets requested, it will get done.

Alex motioned to authorize Sarah to finalize Nancy's budget \$21,000 to start. Carol 2nd. (Sarah will report back to EC group next week once scope details are finalized and budget number agreed upon). All approved.

11. **Officer and Officer Committee Updates**

- a. PIO and Communications Committee –
- b. PDO and Prof Dev Committee –
- c. Treasurer and states –
- d. VP and states –
- e. President and states –
- f. Section Reps – ME, NH & VT –
- g. Leg Liaisons – ME, NH & VT

12. **Next Meeting dates –**

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

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

- Retreat – summary notes and action items – focus on sponsorships and memberships
- Webinar series further discussion.
- EC member position elections for 2021/2022.

14. Adjourn 10:33am

*Respectfully Submitted by
Rita Seto, NNECAPA Secretary*