

NNECAPA Executive Committee Conference Call Minutes

Friday November 20, 2020 – 9am – 11:00am

EC Attendance: Sarah Marchant (left at 10am), Rita Seto, Carol Eyerman, Jeff Levine, Nancy Kilbride, Donna Benton, Alex Weinhagen, Meagan Tuttle, Jared Woolston, Carl Eppich, David White

Regrets: Ben Frost, Amanda Bunker,

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

2. **Minutes** – October 16, 2020 minutes

Carol Eyerman motioned to approve. Alex Weinhagen 2nd. All approved.

3. **APA Membership/CPC grant** – Membership Drive

a) Contact lists were due October 29th

b) Mailings and other advertising **via social media**

Nancy reported each Chapter submitted list potential new members – 342 potential members. She sent mailer out this week and hopefully it will generate some new individual memberships – link to APA form. Carol asked about outreach on student membership – Nancy also sent out to 2 universities in Maine, and UVM and 2 in NH. Mary will have a whole campaign idea once she gets the mailer. Students can sign up for APA for free and if they get looped into NNECAPA, can loop back in future. David asked if we could get the info and we can forward individually. Nancy will send Google spreadsheet out and divvy up by State, and we will volunteer to call and contact new members.

We need to develop content and start a social media campaign for Jeff to blast out.

4. **Webinar Series** - Dec, Jan, Feb (every 6 weeks) – Dec and Jan ready. Need Feb line up.

January is Legislative update. February suggestion was the Maine TOD (Carl and Carol). Once we get confirmed we can start advertising as a 3-part webinar. Carol suggested Growth Smart Maine as backup topic. Jeff completed research on small towns after Covid and offered to present as future topic. Nancy reported feedback on webinars time – Friday afternoons are tough in winter during ski season. February webinar will be Thursday afternoon instead. Jeff was pushing webinar to students (free for APA student members) this can match up with APA goals.

5. **Retreat** – pick date for Virtual 2021 retreat
Tentatively scheduled for Thurs Apr 1 and Thurs Apr 8 – 8:30am – noon. We can invite more attendees for all EC members now it is virtual. Sarah will send a time block for now, then once finalize agenda; we can customize who needs to attend at what time.

6. **APA Update** –

Sarah reported APA is scheduling everything to be virtual until next September. They have filled APA Advocacy head but have not filled Lynn’s position or maybe they are in midst of restructuring. APA Advocacy virtual was a huge success as more people attended virtually (for less cost). Leadership is changing again (2-year terms). Sarah is relieved to interpret that APA is not in as dire financial straits as they seemed.

Sarah's report that equity, diversity, and inclusion will be brought into the AICP CMs and is a positive thing for APA to do. Jared had a separate observation that it is frustrating to see APA continue to use the AICP specialization credentials for urban design, environmental planning, and transportation planning in their newest digital badge branding when no new AICP members are allowed to test into that program. AICP members are now forced to go elsewhere for planning credentials while APA continues to have those programs as part of the brand. Seems disingenuous for APA to include that program in their professional development branding if they aren't willing to reboot their test program for all members.

7. **AICP Exam Scholarship** – Membership outreach email for May exam

Sarah reported if we get additional requests for AICP exam scholarships, we can ask APA for additional scholarships. Carl noted new Exam manual is coming out. FAICP survey – trying to get feedback on lack of women and diversity – and try to be proactive on nominations.

8. **Treasurer’s Report** – Frost

- a. Account balances and cash flow projects
- b. Banking signatories – on hold

Ben is absent. Last APA report on membership was more than anticipated so we are doing better.

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

YP went out recently with a 34% open rate (good). Readers seem to enjoy articles about events happening in other states and especially grapevine. Next issue targeted for February.

Jeff reported there is an ongoing Listserv problem. There are 3 versions (EC only, NNECAPA events where only EC can post to, and a general NNECAPA listserv which does not seem to work anymore). We need a Listserv that works and not have questions to be manually screened through us. APA not supporting listserv.

What are other States using? Its challenging as not everyone has same access to various platforms. Some states like MA utilize a University to manage the listserv. Jeff can ask Muskie to see if they are interested in hosting a listserv for us. Meagan noted a few years ago before transition, a small committee put together various tool options for NNECAPA moving forward. Rita will dig through retreat notes.

10. **VPA 2021 NNECAPA Conference –**

VPA member update on EC - David reported VPA had elections. Meagan re-elected as Section President, Alex is VP, David is VT Section Rep. VPA changed bylaws for 3 year terms for Section rep. Jim is off VPA and NNECAPA. Alex will continue until the Leg role filled. NHPA elections in 2 weeks.

David has dates for 2021 conference - hopefully in person at Hilton Burlington Oct. 13-15 and have a plan B virtual. There is a potential big financial loss if we must do virtual again and if Hilton will not let us move again (\$35,000). Jeff noted we could be creative on a refined in-person hybrid model with ground rules and to gain some revenue. All will be dependent on the Vermont CDC capacity guidance situation. We do not want VPA to have to plan the conference 3 years in a row and have burnout. Carol suggested potentially negotiating with Hilton for 2022 or 2023 for in person. Carol brought up the combined conference committee – we need to start utilizing and not lose the institutional knowledge and not have burnout. Meagan agrees if it is virtual it does not have to be Section/State specific as it's a NNECAPA conference. We need at least 3 people from each state plus 2 additional from wherever it is being hosted.

January meeting – discuss putting together the conference committee (David White will start outreach).

11. **Contract with Events Your Way Discussion – on Hold for Dec. meeting (need date/time)**

- A. Scope of services as provided by Nancy
- B. Discussion about scope we can reasonably afford

Tentatively schedule Thursday December 10 3-4:30pm for 1hr to discuss Nancy's scope. Sarah will send Zoom details.

12. **EC member positions elections 2021/2022**

- A. President -
- B. Vice President -
- C. Secretary -
- D. Treasurer -
- E. PIO -
- F. PDO -

Sarah and Rita are both termed out. Meagan will re-send the docs from previous APA elections, so we know where everyone is on terms.

13. **Officer and Officer Committee Updates**

- a. PIO and Communications Committee –
- b. PDO and Prof Dev Committee – CM provider status expired right before conference and had some headaches re-instating status. Carl needs to stay on top of lapping CM provider status.
- c. Treasurer and states –
- d. VP and states –
- e. President and states – Donna reported annual NHPA on Dec. 2 – would have 4 new people joining NNECAPA.
- f. Section Reps – ME, NH & VT – Donna is trying to update NHPA website.
- g. Leg Liaisons – ME, NH & VT -
Jared collaborating with Growth Smart Maine, focused on Portland issues, focused on Climate Council report in December, MAP – seeing if anyone else wants to do Leg role for him to pass onto. Half of MAP EC stepping down. The Climate Council report name is not reflective of what’s the full content (includes economic issues, land use planning, transportation, emergency management, etc). Carol suggested potential educational opportunity for NNECAPA webinar topic.

Alex reported Climate Council in VT not ready for primetime – maybe 2022. David suggested active cannabis legislation amongst 3 states, could dive into what it means.

14. **Next Meeting dates –**

- a. December 10 - 3-4:30pm Discuss Nancy’s contract scope.
- b. December 18 – 9am
- c. January 15 – 9am
- d. February 19 – 9am

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

- Retreat – Summary notes and action items – focus on sponsorships and memberships
- January – discuss putting together the conference committee (David White will start outreach)

16. Adjourn 10:51am

*Respectfully Submitted by
Rita Seto, NNECAPA Secretary*