

NNECAPA Executive Committee Conference Call Minutes

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

EC Attendance: Sarah Marchant (left at 10am), Rita Seto, Carol Eyerman, Jeff Levine, Nancy Kilbride, Donna Benton, Alex Weinhagen, Jared Woolston, David White, Ben Frost, Amanda Bunker

Regrets: Carl Eppich

1. **Call to Order** – Sarah called **9:03am**
2. **Minutes** – November 20, 2020 minutes
Ben Frost motioned to approve. Jeff Levine 2nd. All approved.
3. **APA Membership/CPC grant** – Membership Drive
 - a) Mailings and other advertising **via social media**
 - b) Google Doc – state follow ups

Sarah reported all mailings went out. The next step will focus on the social media campaign. Sarah asked if anyone has creative design skills for social media image. Sarah will work on that. Nancy reported 340 mailings. Next task in January is to divvy up the list and EC members assign themselves for follow up calls. Nancy will put on Google docs. She's already heard back from 15-20 members.

4. **Webinar Series** -
 - A. December recap – feedback – went well, 30 mins of active Q&A. 40 people registered (30 attended) \$850 revenue. Brief discussion about charging for webinars vs. NNECAPA membership perk offered free webinars.
 - B. January – Legislative Update – on track.
 - C. February – options (Maine TOD not responding) and Durham architectural planner. Thursday February 11, 2021 1-2:30pm.
 - D. March – Jeff topic – Thursday March 11, 2021 1-2:30pm
5. **Retreat** – Dates April 1 & April 8, 8:30am to noon
 - a) Volunteers to help with agenda and format?
Sarah, Rita and Meagan will work on agenda and format.
6. **APA Update** – Marchant
Sarah reported that APA topical credits are showing up this year but will not be effective/count until January 1, 2022. There will also be a standardized reporting period.
7. **Treasurer's Report** – Frost
 - a. Account balances and cash flow projects

- b. Banking signatories – on hold

Ben reported the updated cash flow. Budget is stabilized and improving. The current balance is \$19k. The Hilton conference contract remains on the table. There is potential for in person conference with the success of Pfizer and Moderna vaccines.

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

- a. New listserv host!

Jeff reported that University of Southern Maine Muskie is willing to host the listserv. He is running into troubleshooting issues related to self-subscribing members. Jeff will work with Nancy sending out email to members notifying move to new listserv and option to opt out. Yuseung was helpful in assisting Jeff. Discussion ensued on whether to keep listserv closed only to members or open for all and related pros and cons. Nancy would have to manage additional lists. There are currently 2 APA managed listservs – one discussion-based and the other is just events. We will notify APA to discontinue both. Jeff noted it may be violation for Muskie’s policy of hosting non fee-based listserv. If left open, NNECAPA needs to establish participation and management policies.

Emails are for targeted messaging. Listserv a tool for conversation. Jeff will do more research and report back next meeting.

Donna suggested leaving it open for now but start importing members only list for now (use Nancy’s complete list). We can add vendors later. Nancy will send current list to Jeff. Jeff will use MassAPA listserv policy and modify for NNECAPA.

9. **VPA 2021 NNECAPA Conference** – Oct. 13-15 - White

David reported that Nancy’s working on communications with Hilton. Nothing else to report. David reported VPA will anticipate planning with an in-person event in mind. Planning wise, VPA will be more conservative for in person attendees (who may be comfortable attending).

10. **Contract with Events Your Way**

Postpone discussion until January.

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

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

By end of January, we need a roster to send to APA. Someone has expressed interest in President. Sarah will stay on the board. Jeff will continue as PIO. Carol will continue as VP. Rita will not stay on board. Ben is unsure of re-running. We need recruitment efforts as all positions are open. We try to balance between States if possible.

12. **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 – NH had annual meeting, NHPA will meet in January to sort out positions. MAP had annual meeting and same with board roles. VPA met a week ago, biggest discussion topic how to approach Leg sessions.
- g. Leg Liaisons – ME, NH & VT – Ben reported NH newly reformed Leg committee (Tim Corwin) looking more active session, several bills direct impact on planning. VT – reconstituted Leg committee to improve overall effectiveness – anticipate housing bills. ME – new Leg Liaison and will have transition meeting today.

13. **Next Meeting dates –**

- a. January 15 – 9am
- b. February 19 – 9am
- c. March

14. **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)

15. Adjourn 10:08am

*Respectfully Submitted by
Rita Seto, NNECAPA Secretary*