

NNECAPA Executive Committee Conference Call Minutes

Friday March 19, 2021 – 9:00 am – 10:00am

EC Attendance: Sarah Marchant (left at 10am), Rita Seto (left at 10am), Jeff Levine, Nancy Kilbride, Ben Frost, Carol Eyeran, David White, Matt Sullivan (left at 10am), Amanda Bunker, Jarod Farn-Guillette, Alex Weinhagen,

Regrets: Carl Eppich, Meagan Tuttle, Donna Benton,

1. **Call to Order** – Sarah called **9:05am**
2. **Minutes** – February 19, 2021 minutes
Carol moved to approve minutes. Jarod 2nd. All approved.
3. **APA Membership/CPC grant** – Membership Drive
 - a) Mailings and other advertising **via social media – drafts to be emailed prior to meeting**
 - b) Google Doc – state follow ups

Sarah sent the 2 revised social media ads for EC review. Her assistant Sarah is working on the other 2 housing and transportation. EC approved both revised iterations. EC will get first two out, staggering once a week.

Google Docs – everyone signed up. Sarah believes EC is ready to satisfy the grant deliverables. Amanda reported there may be a MAP/NNECAPA list disconnect as she reviewed the list of ME folks – perhaps a need to do a consistent outreach coming from MAP instead of NNECAPA. Ben also suggested including the logos for brand familiarity.

4. **Webinar Series Recap**
 - A. January – Legislative Update
 - B. February – architecture – Michael B
 - C. March - COVID 19 and main streets – Jeff LSarah reported the last webinar was held last week with Jeff presenting on Covid and Main Street with around 50 registered. There has been excellent feedback and good follow up. This seems like a good winter series to duplicate next year. Nancy reported a total of 195 attended across all 3 webinars with \$4500 in new revenue.
5. **Retreat** – April 1st & April 8th 8:30am to 12:30pm
 - A. Review Agenda
 - B. Review participants

Sarah reviewed the final retreat agenda and asked if we are missing any topics? To clarify on membership management, NNECAPA will send APA a list of missing

members with addresses, so they can bill them in December and then finalize the APA member list. The larger Chapters that have dedicated staff collect member survey with demographic data and provide targeted outreach. NNECAPA is not in the position to do that at this time nor know what members are linked to employment/businesses. EC group added minor comments/revisions to the retreat agenda.

6. **APA Elections – EC member positions elections for Jan 1, 2022 – Marchant**

- A. President – Meagan going to run.
- B. Vice President
- C. Secretary
- D. Treasurer
- E. PIO – Jeff remains.
- F. PDO – Sarah going to run.
- G. Members stepping down: Carl, Ben, Carol and Rita

Sarah reported NNECAPA has 1 recruit, but we need more representation from NH and ME. We need VP, Secretary, and Treasurer (and target someone with accounting background for Treasurer).

7. **APA Update - Marchant**

- A. AICP and Code of Ethics updates
- Sarah reported APA sent out survey to NNECAPA for EDI (equity diversity inclusion) info. At the retreat, EC will discuss more about composition and members. We do not have student position at this time, but we can revisit.

8. **Treasurer’s Report – Frost**

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

Ben reported through February accrual budget update which does not include the \$4500 webinar revenue. First quarter from APA is slightly below what is budgeted due to structuring Chapter Only members (we will see normalized impact next fiscal year). The annual conference has closed out and revenue checks to Sections are distributed with a total of \$10,500 divvied out. Ben reported NNECAPA is in good financial shape now.

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

Sarah reported that Jeff just put out a call for articles for next YP with a housing focus.

10. **VPA 2021 NNECAPA Conference – Oct. 13-15 - White/Tuttle**

David reported a survey was sent out to membership with 90 responses gauging comfortableness on attending in person. More than half were willing to stay at the Hilton. There is strong interest in traveling and participation. The conference committee is confident in planning an in-person event. The programs committee is working on curating sessions for program solicitation. David sent out potential list of

sponsors for updates/review to NH and ME before they work on sending out Sponsorship support solicitation. They plan to push out the Save the Date as soon as possible and registration (before July 1).

Carol said that the National Planning Conference will be in early May and will cost \$300 for members to register for the full conference; an additional \$25 will provide 60-days' login to all conference content. Amanda said that as MAP is seeking sponsors, they are looking at all-in-one sponsorship for events that would target the chapter conference.

11. **Officer and Officer Committee Updates**

- a. PIO and Communications Committee –
- b. PDO and Prof Dev Committee – VPA – conducting an online event this spring on aging in place; MAP is considering mobile sessions for limited numbers of people; NHPA will also be conducting an online event.
- c. Treasurer and states – Ben working on updates to chapter financial policies along with Steve Lotspeich (VPA) and Jane Lafleur (MAP).
- d. VP and states – VPA and NHPA awards should be ready for 6/15 deadline; MAP's call for nominations imminent, may not be ready for 6/15; Carol proposes 7/1 as an alternative deadline.
- e. President and states –
- f. Section Reps – ME, NH & VT – VPA awards decisions were made last week. NHPA again assisted with recommendations.
- g. Leg Liaisons – ME, NH & VT – VT – municipal regulatory reform legislation was introduced, and would provide additional competitive resources to municipalities; ME – legislation to restore state planning office; also legislation to address racist/classist origins of zoning (LD 609); NH – Governor's budget bill would create a state department of energy, which would have the effect of dismantling the Office of Strategic Initiatives and send the Planning Division to the Department of Business and Economic Affairs – NHPA is agnostic on this.

12. **Next Meeting dates –**

- a. April 1 and 8 – 9am retreat
- b. May 21 – 9am

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

- Retreat – Summary notes and action items – focus on sponsorships and memberships

14. Adjourn 10:37am

*Respectfully Submitted by
Rita Seto, NNECAPA Secretary*