

NNECAPA Executive Committee Conference Call Minutes

Friday May 21, 2021 – 9:00 am – 10:00am

EC Attendance: Sarah Marchant, Rita Seto, Jeff Levine, Nancy Kilbride, Carol Eyerman, David White, Matt Sullivan, Amanda Bunker, Alex Weinhagen, James Fisher (left 9:30am)

Regrets: Carl Eppich, Meagan Tuttle, Donna Benton, Jarod Farn-Guillette, Ben Frost

1. **Call to Order** – Sarah called **9:05am**
2. **Minutes** – March 19, 2021 minutes
Nancy noted was Donna Benton present but listed absent. Rita will correct that she was present. Carol moved to approve minutes as amended. Alex 2nd. All approved.
3. **APA Membership/CPC grant** – Membership Drive
 - a) Final approval of social media content
 - b) Final report draft (Due June 1, 2021)

Sarah reported that the final CPC report will be submitted by June 1, 2021 and NNECAPA will receive the 2nd half of the grant funds. Jeff reported that he plans to spend \$250 on social media outlets (Facebook and Twitter) to push out the NNECAPA ads for promotion. The ads will push people to our website. A huge thank you to Nancy who helped with 138 new members resulting from the membership drive. Most are from NH and ME (students and organizations) and sustaining sponsors. Total NNECAPA members are now 595. Jeff said it would be interesting to see the breakdown of planners vs other industries. If they register via APA and do not fill out profession or job title, it is hard for Nancy to track. It is hard to compare NNECAPA to other Chapters as Sarah noted it depends on how each State values planning.

Nancy noted there are 35 out of state members. With new members, only 2 are out of state members – are they on our communications newsletters/listserv? Jeff can email out of state members to push to join listserv. If they are full Chapter members, they can vote in our elections.

4. **Google for Non-Profits** - update
Sarah reported that when Brandy set it up requesting Google for Non-Profit status, it was under the old NNECAPA EIN (prior to getting reinstated with IRS at nonprofit status) and Techsoup did not approve it. Sarah sent a new EIN of our nonprofit status but Techsoup did not approve of the IRS letter. So, IRS mailing Sarah a new letter to fax to settle this insanity. Once we are approved, Google Non-Profit should be up and running more smoothly.

5. **Retreat – Recap of action items** – tabled to next meeting.
6. **APA Elections** – Ballot submitted for position elections for Jan. 1, 2022
Sarah submitted slate of elections to APA. APA working with Nancy on an updated list of members to set the ballots up correctly.
7. **APA Update** – CPC Meeting debrief 5/13/2021
Sarah reported the CPC meeting this week went well overall. APA plans to resume in person meetings in 2022. San Diego will be in person. Fall 2021 meetings remain remote. APA is fine financially. The 4 overall priorities pushing from the Board to Chapter Presidents include: 1) prioritizing equity (biggest one), 2) reframing the voice of planning, 3) helping prof development and 4) looking internally for functioning and communications. The biggest news is that the AICP commission switched AICP test taking guide to be fully digital (still need to pay \$15). AICP is reframing what they are doing and how they are doing it – looking at equity lens from exam. They inadvertently created an issue when they introduced the AICP Candidate way vs. with the traditional way of AICP. Now everyone can take the test, and then instead of the essays, a checklist and proof of link of professional development will be provided.
8. **CM Reporting Periods**
Everyone is now in 1 CM reporting period – everyone ends at the end of this year 12/31/2021. May of 2022 exam will have new section of equity and parity. FAICP program is also being looked at through equity lens – how to recruit and process as well. There is a new staff member to replace Lynn in the next month. AICP saw 5% loss during COVID vs. projected 25% so they are pleased.
9. **Planetizen Course Advertising**
Planetizen has a new course aimed at training planning commissioners and asked us to advertise it. It is a paid course and is planning related but is it appropriate? We are not sponsoring this so EC agreed we will not advertise it. ***We need to add to our guidelines on this.***
10. **Treasurer’s Report** – Frost
 - a. Account balances and cash flow projects
 - b. Banking signatories – scheduled date?Sarah reported we are in the black with \$4000 for updated budget. This does not include the next APA distribution, so we are in good shape. We are also close on finalizing the bank signatories – we aim for June to complete task.
11. **Yankee Planner/PIO Update** – Levine
Jeff reported the recent newsletter specifically on housing was very popular. The listserv has some hiccups sometimes with defaulting of kicking people off listserv if there are multiple bounce backs. Jeff feels like it is still missing a good chunk of membership. Please help spread the word. Listserv currently has 175 members (vs. 595 full NNECAPA membership). Sarah can ask at the business meeting. There was

a suggestion of adding an insert in the conference materials and add to the PowerPoint slide of connecting to NNECAPA listserv, Facebook, Twitter, IG.

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

David reported that conference committee has been focused on the program. There have been good submissions all over the place, although most are from VT. The committee is trying to filter that list and are looking at 3-4 keynotes (thinking out of the box) focused on the Virtual Reality theme. The preliminary program will be coming out prior to June 30, 2021. There will be another round of sponsorships outreach. Nancy reported 15 have registered so far with many waiting for final agenda/program. There are 6 sponsors so far totaling \$3500.

Carol suggested approaching Towns to potentially sponsor if it allows registration packets (like BuildMaine). Carol will research the BuildMaine town sponsorship package for NNECAPA to consider.

13. **Officer and Officer Committee Updates**

- a. PIO and Communications Committee –
- b. PDO and Prof Dev Committee –
- c. Treasurer and states –
- d. VP and states – Carol reported that other VPs are helping with Pres when they can. Carol looking for awards volunteers to review apps. Each state will submit winners but also maybe other apps. Rita will help and looking for NH volunteer.
- e. President and states –
- f. Section Reps – ME, NH & VT – Amanda reported MAP is moving forward on 2 mobile workshops vs. usual spring conference. Maine currently has no planning at the State level which has been challenging. Matt working on NHPA spring conference around mid-late June. NHPA also wrapping up awards with multiple lifetime achievements/retirements.
- g. Leg Liaisons – ME, NH & VT – Alex – waiting for session to adjourn this week. No earth-shattering planning bills as discussion was mostly on use of ARPA funds.

14. **Next Meeting dates** –

- a. June 18 – 9am
- b. July 16 – 9am

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

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

16. Adjourn 10:00am

*Respectfully Submitted by
Rita Seto, NNECAPA Secretary*