

## NNECAPA Executive Committee Conference Call Minutes

Friday June 18, 2021 – 9:00 am – 10:00am

**EC Attendance:** Sarah Marchant, Rita Seto, Nancy Kilbride, Carol Eyerman, Kevin Kraft, Donna Benton, Amanda Bunker, Carl Eppich, David White (arrived 9:35am)

**Regrets:** Meagan Tuttle, Jarod Farn-Guillette, Ben Frost, Jeff Levine, Matt Sullivan, Alex Weinhausen, James Fisher,

1. **Call to Order** – Sarah called **9:05am**
2. **Minutes** – May 21, 2021 minutes – tabled to next meeting.
3. **APA Membership/CPC grant** – Membership drive and social media campaign update  
Sarah reported everything was submitted and awaiting second half of payment requisition. APA just hired Lynn's replacement Samantha and will meet next week for 30mins and also tie into Meagan.
4. **Google for Non-Profits** - update  
Sarah reported that Ben has not had a chance to check the NNECAPA mailbox for IRS letter but will re-fax letter to IRS again to keep it active on forefront.
5. **Retreat – Recap of action items** (see attached spreadsheet!)  
Sarah noted some items have been completed and some need to identify person to do it. Sarah will resend Retreat Action list out and reach out to individuals to start working on task.  
  
Carol asked clarification for awards criteria referencing resiliency, equity and sustainability. Rita refreshed the thought process from retreat where APA awards have separate awards for those. NNECAPA did not want to revamp our award nominations to make it "harder" so as a compromise, the awards committee would assign bonus points or preference to those awards that touched upon those 3 criteria.
6. **APA/AICP Update**  
Sarah reported that APA/AICP is moving forward to update the process – no other updates. Sarah will send update to Jeff for next YP.
7. **Membership**  
A retreat action item – we need to start communications towards organizational members for this upcoming year. Meagan had put together a narrative, Nancy can pull out organizational members from database and will send a targeted email to refresh. From the last YP there have been 10 new members. Nancy says that

outreach and communications is helpful in jolting new members to join. Looking for July reminder for APA dues billing this fall.

8. **CM Reporting Periods**

Another YP article. Sarah reported that CM reporting periods used to be 2 different cycles. At the end of the year everyone will be on same cycle.

9. **Treasurer's Report – Frost**

- a. Account balances and cash flow projects
- b. Banking signatories – scheduled date?

Ben emailed budget to group. Checking balance \$21,070, Money Market \$5,122 – looking stable. No questions on budget. Sarah noted they are working on scheduling signatories.

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

Jeff reported via email:

1. Our Facebook page is now a “business” page authorized to run “political” ads on political things like planning. We are running about \$200 worth of social media ads to promote membership. I’ll do some analysis once it’s done to see if it seems to have been effective.
2. The listserv is up to 224 members after a couple of emails to the old listserv reminding people to switch over. That’s still just over half of the old listserv but it’s progress.

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

Nancy reported committee still working on agenda hence no email alerts yet as many ask what is on the agenda before they consider registering. So far 45 registered includes sponsors and speakers. Fundraising \$6500 so far with 3 new sponsors and increased sponsorship on the other ones. In 2019 we raised \$11,000. Hilton is going well, and folks seem to be more comfortable attending a live conference, especially in Vermont where Covid restrictions has been lifted this week with 80% vaccination rates.

Amanda discussed next year’s NNECAPA. Nancy reported looking at Maine 2022 – identified a few locations (Sunday River Resort and Samoset Resort) and are narrowing the choices – mountains vs ocean. Sunday River will allow NNECAPA to tack onto \$10 onto room rates which would come directly to NNECAPA.

12. **Officer and Officer Committee Updates**

- a. PIO and Communications Committee –
- b. PDO and Prof Dev Committee – Carl reported a steady stream of CM registrations – many webinars. Pandemic has made it easier for CM training. Sarah noted new online resources for equity and will send to Jeff for YP.
- c. Treasurer and states –

- d. VP and states – Carol reported all VPs are working to support the President – some doing double duty. Formed committee for awards (Carol, Rita and Matt) – July 16 to review awards. Good amount of awards from each state.
- e. President and states –
- f. Section Reps – ME, NH & VT –
- g. Leg Liaisons – ME, NH & VT –

13. **Next Meeting dates –**

- a. July 16 – 9am
- b. August 20 – 9am

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

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

15. Adjourn 9:46am

*Respectfully Submitted by  
Rita Seto, NNECAPA Secretary*