

NNECAPA Executive Committee Conference Call Minutes

Friday November 19, 2021 – 9:00 am – 10:30am

EC Attendance: Sarah Marchant, Rita Seto, Jarod Farn-Guillette, Carol Eyerman, Sam Durfee, Meagan Tuttle (left at 9:23am), Ben Frost, Amanda Bunker, Cat Bryars, Matt Sullivan

Regrets: Nancy Kilbride, James Fisher, Kevin Kraft, Alex Weinhausen. Jeff Levine, Donna Benton, David White

1. **Call to Order** – Sarah called **9:02am**
2. **Minutes** – September 17, 2021 & October 13, 2021 minutes
Carol motioned to accept both minutes, Amanda 2nd. (Rita abstained Oct 13, 2021 set), all approved.
3. **Google for Non-Profits** - update
Sarah reported she's still waiting on IRS letter. Ben suggested contact Sharon Murray's husband used to be IRS advocate – Sarah will reach out to him for suggestions.
4. **Board Transition**
 - a) Current to new role transitions. Sarah noted we will need to set up transition meetings for EC roles (President, VP, Secretary, Treasurer).
 - b) 2022 meeting schedule – Jeff now has standing conflict on 3rd Friday mornings. Sarah will send Doodle poll to figure out new EC meeting schedule.
 - c) Transition timeline

At previous EC retreat, we set aside some money in budget for the new EC committee to get together for retreat. We'd meet in a central place for all 3 states and have dinner and conduct business. Sarah and Meagan will suggest a central location for all and announce at Dec EC meeting. VPA is having their annual meeting in 2 weeks and will determine new Section reps. MAP is having their annual meeting today and NHPA having their annual meeting Dec. 3.

5. **Membership Renewals – communications to organizational members**
Sarah reported that Nancy will be reaching out to the 3 states on a coordinated outreach communication on APA organizational members transition to APA individual members. Tara in NH shared wording that she sent out. We'll finalize the overall messaging to follow APA invoices.
Side note that we also need a Faculty rep as Clay Mitchell is stepping down at UNH.

6. **Membership Drive**

Nancy would like another round of new membership drive. This will help us with our budget and recruit new members. We can reconnect with colleges and universities that may have interested planners. Amanda reported that MAP is looking for more consideration on specific outreach to welcome new NNECAPA/MAP members. The auto generated email is a nice start but a personal outreach from an EC board member would be even better. MAP/NNECAPA can manage the new members coming in. EC will consider this strategy moving forward.

7. **Treasurer's Report / Conference Report – Frost**

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

Ben is waiting on the final invoice of the Hilton venue to close out fiscal year. Nancy is negotiating issues with invoice charges with what was promised but the venue did not do but they still charged. Ben reported the Money Market account \$5100 – bank balance \$69,000 but does not account for conference cost. Ben reported we received APA's 4th quarter disbursement \$5311 and compared to last year's \$5363. We need to continue additional campaigning and membership.

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

No updates.

9. **2022 NNECAPA Conference – Oct. 17-19, 2022 - Bunker**

Amanda reported that the full conference committee met beginning of this month – Carl will be conference co-chair. Amanda reported she's very happy with conference committee makeup – lots of great and diverse volunteers. They are looking for keynote in January and call for proposals in February.

Sarah reported the 2023 NH conference RFPs are due today. So 2024 planning is also underway.

Sarah reported on behalf of Nancy that at the end of the conference, the survey gauged people's interest in the winter webinars. 70% of attendees would like the series offered and they are willing to pay for it. Last winter webinar had 1 topic per month Jan/Feb/Mar. Sarah asked: 1) is someone willing to find speakers? 2) Nashua hosted webinars Zoom account – she's not there anymore. Anyone want to host/webinar? Matt (Nashua) offered to host webinars.

Discussion of session topics –

- Revisit super popular conference sessions and offer a repeat
- Review sessions that didn't make the program cut
- 2021 NNECAPA award winners
- Historic preservation was very popular (aim for cross discipline topics)
- also consider with new CM reporting period requiring 4 topical CMs - maybe we offer 1 of 4 of CM credit topics (law, ethics, equity or climate)

Sarah will start working with Nancy.

Nancy needs help with Sustaining Partners list. She has already gone through the current list. She'd like brainstorming with EC to suggest other entities for outreach. Sarah will have Nancy forward current list.

10. **Officer and Officer Committee Updates**

- a. PIO and Communications Committee –
- b. PDO and Prof Dev Committee – Sarah reported the new AICP application process is being finalized and rolled out for adoption in Spring. APA looking to attract and attain members from EDI (equity, diversity and inclusion) lens. They look at process which was very subjective in the essays for evaluation. It is becoming more objective, a checklist. Test is the same, but application will change.
- c. Treasurer and states –
- d. VP and states – Carol scheduling meeting with Kevin for transition and will still offer help. Carol noted the only hiccup during awards was she didn't know how to create the actual award in Shutterfly. Rita was able to utilize InDesign and adjust the image to appropriate frame size, NNECAPA logo and award text so the upload into Shutterfly would not get warped. **Rita will add awards creation process to P&P to help with clarification of existing awards. Jarod recommended \$75 Affinity Design graphic editor to replace Adobe as an alternate option.**
- e. President and states –
- f. Section Reps – ME, NH & VT –
- g. Leg Liaisons – ME, NH & VT –

11. **Next Meeting dates –**

- a. December 17, 2021- 9am

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

- Retreat – Summary notes and action items – focus on sponsorships and memberships
- Membership diversity info from APA
- **January** – APA chapter reporting due. Our strategic plan expires the end of this year and we need a work plan to address all this very soon.

13. Adjourn 9:47 am

*Respectfully Submitted by
Rita Seto, NNECAPA Secretary*