

## NNECAPA Executive Committee Conference Call Minutes

Friday August 27, 2021 – 9:00 am – 10:00am

**EC Attendance:** Sarah Marchant, Rita Seto, Nancy Kilbride, Donna Benton, Carl Eppich, David White, Cat Bryars, Matt Sullivan (left 10:05am), Alex Weinhagen, Jeff Levine, Meagan Tuttle (9:43am arrived).

**Regrets:** Jarod Farn-Guillette, Ben Frost, James Fisher, Amanda Bunker, Carol Eyerman, Kevin Kraft.

1. **Call to Order** – Sarah called **9:03am**
2. **Minutes** – May 21, 2021 minutes  
June 18, 2021 minutes  
Alex motioned to accept both sets of minutes, Jeff 2<sup>nd</sup>. All approved.
3. **APA Membership/CPC grant** – social media campaign update, final payment?  
Sarah reported that we received the final payment to close out the grant. Social media – Jeff reported that we used the grant funds to help with advertisement and outreach (Facebook, LinkedIn, Twitter, Instagram). Jeff encountered struggles to link IG and FB (like dealing with the Google nonprofit). Based on critical mass, Facebook was most effective and pushed out the ads as well as having the most NNECAPA followers. Jeff recommended in the future for Facebook ads for the conference and **incorporate into budget suggesting about \$100**. (Analytics revealed about \$0.20-\$0.30 per click on FB). Unfortunately, he cannot figure out how many new members were derived from it. Facebook considers planning to be a political ad.  
  
Nancy noted the membership drive was successful and recommended continuing this effort annually. **We should consider the budget (for Ben and Sam to incorporate).**
4. **Google for Non-Profits** - update and just purchase regular google membership?  
Sarah reported Ben checked post office and still no response from IRS. We could pay \$150 for the For-Profit account but it is only 1 login per account or we can continue with Google Drive. If we continue, we may hit capacity if we transition everything over from Dropbox. We could pay for For-Profit until we get Non-Profit status. Or should we wait? Jeff suggests waiting as it is not urgent. **Everyone agreed to wait on IRS letter. Jeff suggests a Facebook post asking if anyone knows anyone at Google Non-Profits.**
5. **Retreat – Recap of action items** (see attached spreadsheet!)
  - a. Demographic Characteristics overview from APA – EDI related action items
  - b. Foresight Planning

*Tabled to next meeting.*

6. **Awards Update** – Rita/Matt

Rita reported that the awards committee reviewed the many excellent submissions and have decided on the winners. The awards plaques have been designed and ordered on Shutterfly and delivered to Carol. The awards presentation is being worked on.

Citizen Planner of the Year: Jon Levenstein, Town of Bedford, NH

Plan of the Year: Maine Can't Wait, State of Maine

Professional Planner of the Year: Meagan Tuttle, Burlington, VT

Project of the Year: Rupert Village Revitalization, Town of Rupert, VT

7. **APA/AICP Update**

Sarah reported nothing to update other than everything is limbo. She noted APA Policy and Advocacy conference is virtual on Sept 30.

8. **Membership** - communications to organizational members

A retreat action item – Sarah says we need to notify our members with a reminder that APA will be sending reminder renewals out via email. It was noted last year that some people's servers ate those emails. We should issue a monthly email reminder. Alex recommended after the organizational transition; we should check the APA list vs. who didn't renew again like last year to close that loop this spring for the final catch all.

9. **CM Reporting Periods**

Update – everyone on same CM reporting period. New credits start January 1, 2022 and will get further guidance on topical credits.

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

a. Account balances and cash flow projects

b. Banking signatories – August

Ben (via email) reported that cash on hand \$56,000, Money Market \$5000. Revenue doing well. We have been dependent on Sustaining Sponsors \$8,000 and conference sponsorships are doing well. Membership dues are on track to be the same as last year (lower than we planned for budget structure). Nancy has been following up on conference payments. So far 66 registrations for conference, targeting for 250. On the expense side – for financial management we are using PayPal. We did not budget that cost with PayPal percent cut to consider in next year's budget. We will tie conference budget back to overall budget. The projected revenue is on target. Ben will send update on cash flow analysis later. The hotel deposit was 2 years budget ago so it is not part of the budget cost this year. NNECAPA will need to make full payment 30 days closing of event. The actual food and conference costs above \$17,000 will be our cost to hotel. We have increased our room capacity by 20 rooms as we exceeded our hotel block commitment which is great.

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

Jeff reported YP went out – click rate 57%, open rate 35%. He pushed it out in other ways to drive traffic to website. Click and open rates are good indication. Most popular section is the good gossip / Grapevines. Donna pointed out people were replying all to the listserv vs. email Jeff directly.

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

a. Refunds for COVID?

b. What you need from committee??

David reported that Meagan's been the Burlington Covid response coordinator. David reported refund policy adopted under NNECAPA P&P is not different to Covid – prior to Sept 13 on refund. After sept 30 no refunds are offered. We will keep pushing that policy upfront to be transparent. 6 canceled registrants so far with some being Covid related. Nancy requested additional tables and chairs for social distancing on conference layouts and dining.

David discussed masking and vaccinations – currently no city wide or statewide mandates. We can provide recommendations (VT is leveling off on cases) with draft policies on vaccinations and masking. David presented the Conference Committee proposal where all attendees shall have a completed vaccination, or attest station to certify / honor system or if you're not vaccinated, need a recent negative covid test. That email shall go out very soon to inform them. We will require masks of all participants while indoors regardless of vaccination status unless eating/drinking or speaking.

Jeff discussed pros and cons of attest station vs actual verification on site. Alex also asks what level of vaccination do we want attendees to be? First? 2<sup>nd</sup>? 2 weeks post shot? (David – suggest 2 shots in arm, 2 weeks post is best). If covid card verifies 2 shots, then it should suffice. Meagan and David discussed that they considered the high vax rates between NH and VT, thinking it was going to cover most of attendees. We agreed that attendees have lots of time for vax. If they want a full refund, have Sept 13 minus \$10 processing fee.

Sarah noted NH attendees may have push back on masking and vaccination rates. Would we have more cancellations if we don't encourage policies. Jeff reported that SNEAPA just went virtual, perhaps could pull some SNEAPA attendees.

Vax policy – Alex recommended full refund for anyone canceling on vax proof including \$10 processing fee. Either show card or sign attest station. Folks who cannot get vax – maybe a third option, a negative test. Provide one of these things, and we reserve right to turn people away. Direct email to registrants on the vax situation, by sept 13 refund option. Add on registration page new language or say bring documentation of negative test results on day of. Provide a few boxes of masks.

Masks – We require masks and recommend wearing it. We can't enforce it but can put up signs and perhaps gentle reminders.

David motioned on required proof of full vax or sign attest or have a negative recent test. Alex 2<sup>nd</sup>. All approved.

Jeff motioned to require masking. David 2<sup>nd</sup>. All approved.

Notification will go out by Monday to inform registrations ASAP.

Sustaining Sponsors list will be resent out to EC to help reach out to others.

13. **2022 NNECAPA Conference** – Sunday River October 17, 18, 19 - 2022 those are M–W NNECAPA signed contract with Sunday River. Thanks to Nancy for negotiating contract. Amanda and MAP board are excited about the new conference which will be at the Grand Hotel.

14. **EYW Contract Renewal**

The EC needs to propose a new contract (current contract ends September). We have worked with Ben for a suggested rate. Sarah and Ben will send proposed rate to EC as well as constructive criticism. Rita asked Nancy how year 2 went. Nancy reported it was better, but also initiatives she created (like Sustaining Sponsors) naturally created more workload for her which doubled her weekly hours from 12 to 24hrs. Although she's been directed to say no, she cannot really say no to tasks that are related to important tasks. Are there other items she can work on / improve upon? Alex noted that we want to continue working with Nancy so it unburdens her and shift work task to the committees to lessen her load – discuss scope within existing budget because we cannot increase it.

15. **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 –
- g. Leg Liaisons – ME, NH & VT –

16. **Next Meeting dates –**

- a. September 17, 2021 – 9:00am
- b. October –
- c. November
- d. December

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

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

18. Adjourn 10:36am

*Respectfully Submitted by  
Rita Seto, NNECAPA Secretary*