

NNECAPA Executive Committee Conference Call Minutes

Friday August 19, 2022 – 11:00 am – 1:00pm

EC Attendance: Eric Vorwald, Meagan Tuttle, Catherine (Cat) Ingraham, Sarah Wraight, Matt Sullivan, Amanda Bunker, Cat Bryars, Jeff Levine, Nancy Kilbride, Kyle Pimental,

Regrets: Sarah Marchant, Sam Durfee,

- 1. Call to Order and Retreat Debrief** – Meagan Tuttle called the meeting to order at **11:05am**. Retreat was fun and productive. Thanks to all.
- 2. Minutes** – June 24 (EC), July 15 (Section Coordination), July 30 (EC Retreat), and July 31 (Retreat Work Session) minutes.
Eric Vorwald motioned to accept minutes, Matt Sullivan 2nd. All approved.
- 3. Treasurer's Report** – Meagan Tuttle.
There was no report from July, so both June and July covered in this report. We paid Nancy for a few months of her contract, and there are July expenses for Nancy's section memberships and the retreat. Revenues are from sustaining sponsors – one renewal and one new. Conference registration revenue is coming in. APA membership dues disbursement came in. August will also see a platinum sustaining sponsor (\$4K) come in. Exciting!
Clarification: conference revenues reflect registrations and conference-specific sponsors and exclude sustaining sponsorships.
Sam and Meagan will prep budget for review at the Annual Meeting in October. Budget is typically approved by EC the night prior to the Annual Meeting at a brief mtg of the EC.
Eric V. motioned to accept report, Sarah Wraight 2nd. Approved.
- 4. Conference Planning Update** – Oct. 17-19, 2022 – Amanda Bunker
93 registrations to date with fairly even section representation. Lots of registrations tend to come in the month before the conference. \$10,500 has been raised in sponsorships thus far, and 10 exhibitors have committed to attend. The conference's sponsorship goal has not been reached yet, but committee is working on it. Logo has been selected and will be shared for posting online.
AICP CM request will be submitted soon. CM credits for sustainability, law, and equity will be available. September will bring a call to Sections for the cocktail competition. Nancy will put out a call for volunteers to support IT needs (2-3) and laptop and other equipment requests. Cat Ingraham volunteered for IT assistance role. Coordination for the business meeting and awards is also coming soon.
Need to get program materials and announcements together. Fri, September 30th is the deadline to print materials for conference. Committee will solicit session presentations from session organizers in advance.

Cocktail competition will be Monday night at the reception and will be prepared by the venue with supplies provided by each state section. Informal voting will happen at the business meeting. Section ECs should start brainstorming on this through September. A deadline to come up with drink ideas would be helpful.

5. **Strategic Plan Update** – Meagan Tuttle

From the retreat, identified 2 next steps

- a. Updating the Strategic Plan document. Much of the existing content can be removed because it has been completed or because it's duplicative with the Policies and Procedures document. Jeff will take the lead on restructuring this document.
- b. Short-term action items will be consolidated into a work plan through the end of 2023. Matt will take the lead on this.

At next meeting, Meagan will provide a timeframe for the Strategic Plan update. At the October Annual Business Meeting, Meagan will update membership about where the process stands. The strategic plan ad-hoc committee is considering a ratification process to allow for input but also avoid drawing out the review process.

A prominent discussion topic among Meagan, Matt, and Jeff as they have followed up on the strategic plan discussion is the difficulty that all Section experience to sustaining section-level volunteer participation.

Question about remote participation in Annual Meeting. Last year we had about 10 participants join remotely. Conference committee should ask venue about the viability of providing this option.

6. **Reserves Policy** – Meagan Tuttle

At the retreat the topic of reserves came up out of concern for maintaining the overall fiscal health of the organization and for communicating with sponsors about how their money is being used. NNECAPA currently has a reserve policy in the Policy and Operations document to retain 6 months of operating expenses in reserve. NNECAPA's previously healthy reserves balance was spent down during the transition period to bring Nancy on board. Current reserves balance is \$5K.

Questions: Is 6 months the right amount? Should this calculation exclude conference expenses, which are designed to break even with revenues or make money? One option is to set aside money to pay for Nancy for a period of months. 6 months of Nancy's contract would be \$12K, but that amount excludes additional monthly operating expenses such as for programming and activities like sending the President to the National APA Conference.

Proposal to make \$12K the goal and once we reach that revisit the amount. It will probably take a couple of years to rebuild to that level. Proposal to add in our insurance costs for the 6-month period.

Clarification on the worst-case scenarios that we're planning for. These might include a financial loss resulting from the conference, an unexpected expense like

the IRS liability that came in a few years ago, or an unexpected change in membership levels. Conference venues are increasingly requesting as much as \$15K for a deposit. How can NNECAPA plan to support this obligation?

Sam and Meagan will come to next meeting with more thoughts on this topic to share in conjunction with the draft budget.

7. **Chapter and Section Coordination Timeline** – Meagan Tuttle

There is a chart in the Policies and Procedure document to help coordinate activities among Sections and the Chapter. Two changes are proposed:

- a. Distribution of dues – make it clear that earliest distribution is the base stipend (~\$3K). NNECAPA will provide additional pro-rata payments in Q4 once all membership changes have been fully understood by the Chapter.

Matt Sullivan moves, Eric Vorwald seconds to approve. Approved.

- b. Add a line that references the sustaining sponsor outreach in Jan-March in Q2 and then Section-level and conference outreach following in Q3.

Cat Bryars moves, Jeff Levine seconds to approve. Approved.

Meagan will revise the document and share with the EC.

8. **Ongoing Projects** – M. Tuttle

- a. Google for Nonprofits – Meagan Tuttle

- i. Sarah Marchant has made some progress in the past weeks. EC officers have been linked to the google platform as a test run before invitations are sent out to other EC members.

- b. 2021-2022 Non-renewal emails/follow-ups – Meagan Tuttle

- i. No update.

9. **Officer & Committee Roundtable** –

- a. President Updates – Meagan Tuttle

- ii. APA Policy and Advocacy Conference is again fully online and happening later this month. Section reps should ask their legislative liaisons about participating.
- iii. CPC Meeting & Leadership Plenary Updates. APA Director shared that APA's membership and fiscal health are strong. Just under 40,000 members nationally. Online conference option has helped produce new revenues and cut expenses. In-person national conference followed by virtual conference was successful and will be repeated. 40% of conference attendees last year were first-time participants. Voices of Planning Initiative to understand how the planning profession is perceived by political leaders and how planners can best advocate for themselves revealed that planners are pessimistic about our reputations, but political leaders are

- overall positive. Local and state legislators are more supportive of the planning profession, and federal leaders are more skeptical.
- iv. See Nancy's Monthly Reports attached to agenda packet.
 - v. Sarah Marchant will be meeting with federal delegates representing APA and would love to represent any regional topics that EC members can suggest. Please email her with any topics.

b. Vice President (and States) Updates – Matt Sullivan and Cat Bryars

- i. Awards Program 2022. Awards deadline extended to next week. Low submissions outside of state winners. Next few weeks awards committee will review nominations and decide on winners. We're ahead of schedule relative to last year. Perhaps there is an opportunity to streamline nomination submissions next year.
- ii. NH conference – New volunteer Natasha Kypfer from Dover, NH has stepped up to head the NH conference committee.

c. Professional Development Officer Updates – Meagan Tuttle

- i. AICP Exam Scholarship Solicitation. Marchant is encouraging people to apply for this. Covers application costs particularly for diverse candidates. Please share opportunity at Section level.

d. Public Information Officer Updates – Jeff Levine

- i. There is interest in a training session on Constant Contact. 8-10 people are interested. Kyle and Shana of NH have some expertise they could share in the training. NH request to wait until mid-fall for training once new PIO is onboarded in September/October. Constant Contact has resources such as how-to videos. Can also pay CC for a custom training on specific questions or use chat support. A two-step process that involves intro videos and a follow-up session on "this is how NNECAPA's system works" is ideal. Jeff will survey interested individuals to see if they have specific questions. Matt will share Shana's contact with Jeff.

e. Conference Representatives Updates –

- ii. VT 2024 Conference – Evaluating 3 venues options to sign a contract in the next month. Process clarification: Section makes a venue recommendation and the Chapter EC makes the final call on the venue.

10. **Other Business / Future Agenda Items** –

Next meeting is September 16, 2022 at 11am on Zoom.

11. **Adjourned 12:27pm**

*Respectfully Submitted by
Cat Bryars, NNECAPA Secretary*