

APA NY Metro Chapter
 Executive Committee Meeting
 January 12, 2009
MINUTES



I. Procedural Duties

- A. In the absence of President Donald Burns, VP for Committees Michael Marrella chaired the meeting.
- B. Call to order at 6:04PM
- C. Minutes from previous meeting were accepted

II. Reports

A. Administrator

- Branding for Metrochapter
 - Actively using the new Signature
 - Website has been changed
 - Quote has been requested for new stationary and word templates
 - Mary has three versions of the logos and a description of guidelines for use
- Google Calendar for website
 - We've been approved as a non-profit
 - Mary and James played with it
- January 28 program, the ethics CD-Rom at NYMTC
 - 35 registered
 - Potential for APA Monthly Webcast—1000 possible registrants
- Committees Flyers are available (100 copies) please place them on registration tables at events
 - Historic District Council March 6-8.
 - MetroChapter is an automatic Co-sponsor
 - Free space for promotional materials

B. V.P. Programs

- Holiday Party was successful from attendance perspective
 - Target was 150 people
 - Venue housed 220 people
 - RSVP was 300
 - Billed for 220
 - Head Count 250
 - Need treasurers final report to assess financial success
- Sponsorship Initiative
 - Donald Burns and David Berg met regarding LI concerns regarding brochure

Attending:

Ex Comm Members

Reyna Alorro
 Tina Lund
 Neal Stone
 Michael Marrella
 Lukas Herbert
 James Rausse
 Lisa Lau
 Ellen Ryan
 Carol Van Guilder
 Sandra Rothbard
 Sean Almonte
 Liz Leheny
 Allison Mayer

Other Attendees

Mary Findlen
 Matt Schwartz

Members Via Phone

David Berg
 Donald Burns
 Zachary Bernstein

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- Will be sent out in a single push
- Final draft will be sent to LI first
- Everyone should be thinking about best connections for phone solicitations
- Annual Conference
 - Brainstorming session in early February
 - Environmental Committee already has a panel planned
 - Remote broadcasting potential being evaluated
 - Mobile workshops in each section being evaluated
- Ethics Seminar will be held on January 28
- Law Seminar will be in May or June

C. Committees

- Housing
 - Members were inspired by Common Ground venue for holiday party, touring Success @ Christopher supportive services on January 22nd at 4 PM. Max 10 people
- Zoning
 - Panel Discussion DOB/Zoning scheduled for January 26. Co-sponsored with AIA
 - Coney Island proposal discussion this week, any other committees are welcome
- Economic Development
 - Planning a Transportation and Economic Planning presentation in spring
- Waterfront
 - January 13 meeting regarding the Waterfront Zoning text amendment
- Transportation
 - Long Term Policy Planning
 - South Ferry Station Tour
 - Scavenger Hunt
- Aviation
 - January 20th PANYNJ Risk Management discussion
- General Comment: New committees brochures will be very useful

D. VP for Professional Development

- Preparing for AICP exam Course
 - Two sittings in March/April, dates to be determined
 - Speakers arranged

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- Sarah Yackel, Environmental planning
- Bill Mazursky, Demographics
- Steve Johnston, GIS & Site Planning
- Others needed for Law and Ethics
- AICP website is up
 - Password works, site doesn't load
 - Contacting David Fields for ITE session
 - Will continue trying in case it's a site glitch
- Webinar
 - James and Mary took the webinar training
 - Ethics Panel Webinar at NYMTC on 1/28
 - David Berg asked if LI sections could webinar
 - Mary is sending him the info: www.gotowebinar.com (limit 1001 people)

E. Awards Committee

- Kickoff for the best and brightest for the annual meeting in June
 - Will email for recommendations with responses due by February 27, 2009
 - The Executive Committee must sign off on awards at the March 16 meeting
 - In response to a query: the Journalism Award may go to a publication, a single article or a journalist who has exemplified the field

F. President (via teleconference)

- Overview from National – information on goals and objectives to be sent out
- Bylaws were updated in June, will be distributed before discussion
 - LI presenting an update for Section Activity
- Budgeting:
 - Met David Berg regarding Section budgets
 - Thanks for productive meeting.
 - Urgency regarding the coming year: budget cuts from County
 - LI will submit a budget
 - More transparency for budgeting and funding
 - Dialogue on developing budget, including fundraising goals & fees will be held by conference call in 2-3 weeks
 - Will Sections and Committees submit budgets?
 - This will be painful to track
 - We will need a firm timeline (part of conference call)

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- Transportation division & Section Directors: David Fields has money for CM Credits for transportation-based programs

G. Treasurer

- Holiday party numbers will be reconciled with 4th Quarter Financial Statements (to be received 1/12)

H. Young Planners and School Relations

- Welcome Pratt representatives
- Student Committee Meeting immediately following Exec. Comm.
- Young Planners mixer on Feb 27 from 6-8PM
- Young Planners Group Task Force will be presenting: “Young Planners in Economically Challenging Times” at National
- Blast Email will be sent out

I. Long Island

- Five responses to date regarding the 3 scholarships for National
- Working on establishing a Planning program at one or two LI universities.
- Awards Breakfast will be in early to late February
- Recent outreach effort to LI AIA was unsuccessful
 - Potential for cooperation for East End Conference in April
 - Use Paul Farmer to gain cooperation

J. Student Representative

- Presented plan for Certification Panel Discussion on 2/27
 - Open House Site Visits Tour – searching for interested firms
 - Because there is no funding request, the Exec Comm does not need to vote on the activities, they will just comment if necessary

K. Mid Hudson

- Ethics CD ROM will be presented at the Westchester County Planning Department on February 5th
- Village of Ossining may provide space for another showing
 - Good locale for those who live farther north

Next meeting: February 9, 2009

Meeting Adjourned: 7:12 PM