



Executive Committee Meeting 01/07/2013

Location: Offices of AKRF Inc. – 7<sup>th</sup> Floor, 440 Park Avenue South, New York, NY

I. Procedural Duties

Call to order at 6:05 PM

II. REPORTS

**A. President**

- Rockaways Update
  - i. Business Recovery Plan: Currently over 40 people are involved in the effort, which is being run by the economic development and housing committees. They are working on surveys of businesses; there are 1,100 businesses, of which 70% are still closed, resulting in concern about employment conditions for residents and concern about foreclosure rates. The effort has 4 sub-groups: transportation, food systems, survey team, resources group (mapping, database, grant info). Need to determine need for grants (e.g., business support vs. workforce development). RDRC looking to apply for a grant to provide foreclosure assistance.
  - ii. Representatives from the Dutch Embassy came to Rockaways, which was put together by APA national. They are considering ways to provide technical and other assistance.
  - iii. CPAT teams and symposiums are also being put together by APA national. Symposiums will be half day workshops that look at case studies, and give affected people a chance to tell their stories. Looking to launch in late February or March. Will be 2 introductory mini-symposiums: one in the Rockaways on Jan 31, and the other at the NJ conference (see below). J. Rausse looking to put together a symposium in Long Beach. Also efforts in Islip, and citizen-powered effort in Montauk. Could be a Montauk or Hamptons symposium with Carl Kim.
  - iv. APA National needs to fundraise for the CPAT teams. Initial effort would be in the Rockaways in late April or early May, when we anticipate that business recover work would wrap up. There was a discussion regarding cost-sharing with APA national. To be decided in February meeting. S. Yakel: want to make sure there aren't over-runs, and is it appropriate to pay their travel costs. J. Rausse: paying for experts is worth it, but not covering the entire cost. Also, will we be on the hook for future CPATs. Idea is to give one lump sum. Can't make a decision until we have a proposal to look at, which we should get in the next few weeks. Also need a firm arrangement if it will be a lump sum. And would there be additional funding from somewhere else. Will require a lot of

- outreach. Not events that we can charge for. 4 or 5 symposiums planned over the next 2 years. Need to consider value for money.
- v. NYSDOS: report to be released at the State of the State by the governor on January 9, 2013. Comments by the chapter have been sent electronically. Formal recognition that we submitted comments will be included in the report.
  - vi. NYC Efforts: The Housing Recovery Unit has been set up in the mayor's office, which has consolidated recovery efforts with EDC. Recovery and resiliency RFPs have gone out from EDC with short turn around times.
  - vii. NJ conference: Jan 31/Feb 1 at the Hyatt in New Brunswick. A 2-hour recovery mini-symposium will be part of this.
- By-laws and communication plan
    - i. We need to re-write our by-laws (inclusive of our strategic plan). Donald Burns is assisting by looking into a 1 or 2 day retreat to discuss this issue. We need to evaluate our role and also update to reflect changes at APA national, including election date change. Also looking to specify requirements for committees.
    - ii. Anat Gersetin: pro bono proposal for media coverage after Hurricane Sandy, which resulted in good media coverage. She has worked in the public advocate's office and has good connections. They don't do fundraising, but can do organizational work and public relations work. Want to increase clout for policy decisions and also increase membership. K. Saxena noted that we should come up with a communication plan before retaining a consultant. M. Levine noted the need to identify who we're trying to reach and what our message is. J. Rausse noted that AIA gets DCP's ear, whereas we do not. Also need to get planners to be part of the organization, and get decision-makers to notice us. Also, sections should be more active in communicating. D. Gilmore: need to consider constrained resources. Do we need a staff role (in NJ that have an executive director)? We need face time with leaders, easier said than done. Big strategic difference between us and organizations with paid staff.
    - iii. People proud of post-Sandy work and fracking position. So risky positions can help with stature with our members.
    - iv. Maybe we need a new role, such as VP of Communications. Can we add mid-term?
    - v. M. Sokol talking about importance of internal communication. M. Sokol and Ella talked about how difficult internal communications are because of how spread thin we are. We are not necessarily communicating efforts. Possibly duplicating things and spinning our wheels. Streamlining could help all of us. Ella to follow up with a written report.
    - vi.
    - vii. Idea of chapter-only membership

- viii. Volunteers to talk about by-laws and strategic communications: Ryan, Kovid, Michael, Paul, and Dave. Need to float this to the membership at large. Idea of a survey.
- ix. Kovid, Tina, and Sarah to get access to updating the chapter's calendar and website
- Studios: P. Lozito reported that they are planned for the first week of May at the Pratt Institute.
- NYU re-accreditation: need to attend something on January 28. Need a survey filled out. Site visit is Feb 12 5-6 pm, Mulberry conference room. Deadline Jan 28. Part of Planning Advisory Board requirements.
- BRT discussion: Amy Ford Wagner and Pippa Bashear want to examine the proposal before we discuss it more. R. Harris also raised the question of whether this should be considered at the chapter level.
- NY State certification for planners: currently only New Jersey and Michigan have state-level certification for planners. J. Rause noted that non-planners can take the NYC civil service exam and assume planning jobs.
- Biennial event: need to think about scope, location, sponsors. K. Saxena and J. Rause to follow up with Donald Burns. T. Lund to follow up with a visiting Australian expert who could speak at the conference.
- Lost 400 members in the last quarter (previous roster had 1,300 members, new roster has 1,000)
- Idea of more chapter email addresses

#### **B. Secretary**

- Approval of 11/19/12 meeting minutes: motion by T. Lund, seconded by S. Yakel, approved by all.

#### **C. VP Programs**

- K. Saxena spoke with new assistant director at Columbia, who reiterated support, including venue for the Biennial.
- Looking to do an infrastructure event in mid-May, approximately a week or 2 before commencement.

#### **D. VP Committees**

- The Fine Arts Federation is organizing a roundtable discussion on the Midtown East rezoning at the end of the month, and are looking for APA representatives.
- They are also looking to do a Mayoral Candidate's forum, and would like our input on topics.

#### **E. VP Professional Development**

- T. Lund has redone the CM template forms, to go out to all the executive committee members.
- Call for webcast presentations: We need to come up with a topic, and we need to pick a date in the Spring.
- Hosted the planner's book group with New Jersey (about 12-15 people showed up).
- Positive feedback on the AICP exam review.
- Have 2 scholarships for the AICP exam, which no one has applied for.

#### **F. VP Intergovernmental Affairs**

- Tappan Zee Bridge contract has been awarded to a consortium of firms. BRT and fixed rail will not be included (although there will be space for future development).

- Fracking: NYS issued new regulations that are mostly non-substantial. A preliminary health analysis prepared a year ago found no significant health effects.
- Annual Agenda-setting phone call with the Empire State Future organization: discussion of equity topics, effects of the storm and future resiliency efforts. They have not put out a position on fracking.
- Federal recovery assistance bill expected Jan 15; some concern that it won't go well.

#### **G. Treasurer**

- R. Harris suggested a discussion with J. Rausse and Donald Burns and Lisa Lau to determine what should be done with approx. \$45,000 in set aside funds, which could feed into the by-law discussion.

#### **H. School Relations**

- The joint-YPG holiday party was successful with 60-100 attendees
- Lightly-attended Sunnyside tour; another tour will be held in the spring.
- Student symposium on March 13
- Studio presentations first week of May

#### **I. Young Planners Group**

- About to kick off 4<sup>th</sup> round of the mentorship program. Kick-off in mid-February.
- Contemplating a \$25 fee for mentees, in order to ensure mentee commitment, and build program resources.
- Young in Planning: 10-15 students are involved in a variety of projects including a public plaza in Corona, with 5 coordinators
- Don Compitello is working with Occupy Sandy and we have been providing assistance. K. D'Erizans noted that they are doing a presentation in Chicago, which can be used for the biennial conference.

#### **J. Long Island Section**

- Written report to follow.

#### **K. New York City Section**

- It was a successful holiday party.
- M. Sokol wants to have a discussion regarding what to do with the NYC section and what his role should be.
- WTS reached out regarding a transportation trivia event in the May.

#### **L. Hudson Valley East Section**

- Great success for the holiday party

#### **M. Hudson Valley West Section**

- Great success for the holiday party
- Looking organize for the spring

III. ADJOURNMENT [8:37 pm, motion: S. Yackel, seconded: P. Lozito]