

Executive Committee Meeting 10/05/15

Location: Offices of AKRF, Inc.—7th Floor, 440 Park Avenue South, New York, NY

I. Procedural Duties

Call to order at 6:05 PM [A. Witkowski, S. Sallie, M. Sokol on the phone]

II. REPORTS

- **Attendance**
 - James Rausse (President), Alex Lieber, Gina D'Agrosa, Max Sokol, Michael Levine, Sean Sallie, Heather Jacksy, Alisha Beatty, Jocelyn Dupre, Fiona Aikins
- **Approval of September Meeting Minutes**
 - Ryan motioned, Fiona seconded, and the motion passes with unanimous approval.
- **Introduction of Heather Jacksy**
 - Heather is a resident of Narrowsburg in Sullivan County and her resume has been sent around by James for the committee's review. Worked for HPD previously and has been working in Sullivan County for past 10 years.
 - Gina motions and Fiona seconds to approve Heather Jacksy as the Interim Hudson Valley West Section Director position until next election cycle. Motion passes with unanimous approval.
- **Recap from APA Leadership Conference in DC (James)**
 - There has been progress in terms of how the council is set up to benefit chapters and provide direct technical assistance and support.
 - Committees have been restructured entirely to be more chapter driven. This is the time to discuss general topic areas, such as chapter support and making great PDOs happen. The new certification and education committee is headed by James.
 - PDOs
 - There is a push for more technical support to PDOs and more outreach and support for those that aren't AICP
 - There would be value in having another VP PDO and make that a two-person role. One would be a certification and education role and CM credits will just be one part of it. Further, they have updated the CM process this past week to put the review process for CM credits back onto PDOs so that we can automatically approve events. Reduces time delay, but puts more on the capacity of PDOs.
 - The Planning and Women Division just wrapped up a 2-year grant \$3,000 grant with Cornell. They undertook two national surveys of APA members, two national conference sessions, two webinars, an academic paper, an issues brief and lamen articles.
 - Faculty Outreach
 - There is a push to bridge the gap between graduating and getting your AICP, which is not very encouraged in schools as many faculty don't have AICP.
 - Current effort to draw faculty into the conversation. The first step is addressing faculties primary concern - achieving tenure through research. We will try to develop a strategy where these research projects can be CM eligible.
 - Legislation
 - 12 Appropriations Bills
 - Two most pressing bills: Annual Transportation, Housing, Urban Development Bill (THUD) and Long Term Surface Transportation Bill
 - Michael met with Steve Israel, staff for both senators and three other house reps.
- **Diversity Committee follow-up – invitation letter for 2/4/16 Diversity Forum (Max)**
 - Diversity forum will be held in the spring
 - James had a positive conversation with Lance, Director of the Planning program
 - Desire for greater dialogue and strategy related to diversity

- Diversity committee drafting a new letter to send to all PAB schools
- **2017 Conference (James)**
 - Planning/Leadership
 - 11/16 - APA National coming for all day meeting (will be here for 3 days to scope out area). Everyone can call and listen in, but they just want a small group in person.
 - Committee (Core Group): Ryan, James, Donald, Ethel, Sheena, and Emily
 - There is potential for an additional advisory committee
 - We will also have more committees related to geography, topics, sponsorship (\$\$\$) committee etc.
 - James is going to contact chapter presidents in Seattle and Phoenix to understand committee structure and budget
 - APA-NYM Workshops and Local Track
 - Mobile Workshops: Prefer maximum of 55 mobile workshops (in coordination with NJ & Connecticut)
 - Local track - 12 sessions
 - Total of 70+ opportunities to present
 - Attendance:
 - Vegas - 6800, Seattle - 6400-6600, Expecting over 7000 in NY
 - Tasks (Short Term):
 - Would like to have some type of sponsored transit and need help from anyone on executive board who has contacts. Fiona is going to reach out to Catherine Duffy (APA Transportation Division) and David Fields. Someone needs to reach out to Ted Orosz (Former MTA). Courtney Mercer has already reached out to Path about a discount/free passes. James is going to reach out to Tom Fox about a partnership with NY Waterways
 - We need a list of Hotels in LIC, Harlem, South Bronx, Hoboken, Jersey City, Weehawken, and Downtown Brooklyn
 - The board requested a suggested budget and scope of items to create a come to NYC booth in Phoenix (which is in 6 months).
 - Tasks (Long Term)
 - We need a map. Saratoga had a name badge that folded out into a map. Guidebook. There is also a desire for a printed program (three chapters will contribute to cover the cost)
 - Other
 - We want to make national aware that subways do not have cell reception, increasing the need for print materials.
- **Sponsorships**
 - We are the only chapter that loses money every conference. (Approx. \$10,000)
 - We could look for session-related sponsorships, i.e. bike session sponsored by Citi-bike or Related
 - Proposal for new VP of Sponsorships on the executive board. Need to have regular fundraising and not just for a specific sponsorship.
 - Takes 18 months to cultivate a major donor relationship
 - Paul suggested looking at the boards of other organizations, i.e. MAS
 - Better advertising for the website should be a consideration
 - Next month James is going to reach out to Chuck/Sheena to have a conversation. NJ has a ¼ million cash flow.
- Hudson Valley West Conversation (James)
- **Updated Mission Statement (Jocelyn)**
 - New Mission Statement: The American Planning Association New York Metro Chapter (APA-NYM) supports our members, local communities, schools, and practicing professionals through advocating for good planning practice, hosting diverse events and facilitating professional development opportunities in New York City, Long Island, and the Hudson Valley.
 - Fiona motions, Paul seconds and the committee unanimously approves the new mission statement. Ryan will get it up on the website

- **Annual Report**
 - Everyone to send in their sections ASAP (due date was 10/3).
 - Request to send in photos.
- **Digital Resources**
 - APA - image library of stock photos
 - James sent out an awesome video which everyone should watch
- **Website Consultant Selection and Next Steps (Jocelyn)**
 - Website selection letters went out last week.
 - We had 7 proposals, 3 of which stood out and ultimately we decided to interview two: 3x3 Design (beautiful, but not very technically functional) and Jake Garver Designs (felt that he had the technical skills). It is in our back pocket that 3x3 may be best to help with a branding strategy.
 - The first task in the redesign will be to survey the board and committee chairs.
 - For the committee chairs we want to hear their hopes and dreams and give them the tools they need.
 - Next Steps: Formalize Scope and schedule
 - First 3-4 weeks: Discovery
 - Next 2-3 weeks: Develop mock-ups
 - While we want to give committees tools, we don't want to force a blog onto committees or other responsibilities
- **Communications Strategy (Jocelyn)**
 - There is a desire for Jocelyn to send committee Ideas/materials to respond.
 - Jocelyn is going to work with James on developing more isolated conversations/ activities (15-20 minutes to engage full board in upcoming meetings)
 - For anyone that wants to get involved, there will be a 1.5 hours+ meeting on the evening of **Monday, October 19th** to brainstorm on the communications strategy.
- **Position Statements**
 - Move NY and Times Square Plaza statements
- **DC Conference Report (Michael)**
 - James and Michael testified on Landmarks process in DC.
- **NYC Affordable Housing Plan (Michael)**
 - ZQA/MIH - Have until Nov. 29th to get comments in. Need to have this together by next meeting.
 - Key issues:
 - ZQA - Designation of transit rich areas only considers subways and the transit buffer doesn't account for topography/connectivity.
 - MIH - Not clear to people that infrastructure will be tied to housing and overall increases in density
 - Michael is going to get feedback from the housing committee and move forward with putting a draft together.
- **FAICP endorsement of David Fields (Fiona)**
 - FAICP nominations are due in one month.
 - Chapter can support and/or facilitate application (guidance, process, etc) for any member. Fiona will solicit 2-3 volunteers from either exec committee or FAICP to review applications.
 - The requirements are 15+ years of experience and APA membership.
 - Ryan motions, Paul seconds, and there is unanimous approval to pursue a letter of support for David Fields FAICP (Immediate past chair of Transportation Planning Division and Principal at Nelson Nygard) with the Transportation Planning Division. The other two self-nominated proposals were tabled for further discussion (David Woods - Deputy Director at Standford, Minakshi - SBS Director of Waterfront Permits)
- **Interim PDO**
 - In February Fiona will take time off and it is her intention to secure an interim PDO before then.

- **Annual Holiday Party (Paul)**
 - Holiday Party (\$10,000 in 2014)
 - NYC Firehouse
 - Towards a more transit-rich area (42nd/34th)
 - Paul will work on securing a venue.
- **Paul Davidoff Award (Max)**
 - At the last meeting, the committee approved all the awards, but tabled the Paul Davidoff Award. Max went back to the awards committee and there was one other nomination for the Association of Neighborhood Housing Development (ANHD)
 - Not necessarily about recent accomplishments. Can we about a lifetime of work.
 - Max motions, Heather seconds and the motion passes to award ANHD the Paul Davidoff Award with 9 ayes and 1 abstention.
- **Potential new Committee – “Venerable Planners Group” (Max)**
 - There is a desire to create a new committee for experience professionals and the board seemed to strongly support this proposal.
 - It would be for planning veterans (the reverse of young planners group).
- **Process for drafting and issuing position statements (Max)**
 - Max is working on a one-page flow chart that shows how position statements come to be. The intent to make sure everyone understands their roles and the process for approval.
 - This won't include where it going once it's created as different positions papers have different end points, i.e. the recent landmarks position paper was delivered verbally or the Move NY paper was to specific audiences (defer to those that offer the position paper or who are closest to it)
- **Treasurer**
 - We were under budget due to a number of reasons, including:
 - Budgeted too much for conference
 - Underspent on Sections & Committees
 - Surpassed sponsorship level
 - Plan4Health Grant - \$65,000 will go out over the next year
 - All of this will be in the annual report in more detail.
 - There was discussion of whether we could use participatory budgeting for a portion of budget (\$5K or \$10K).
- **Conference**
 - CM credits are close to being complete.
 - 65 people registered (goal is 350)
 - James forwarded to all design-related organizations. Everyone encouraged to forward.
 - There were challenges with the Mail Chimp account / email import. The chapter needs to make a big push.
- **Other business (Open)**
 - Wednesday, October 28th is the next quarterly committees meeting. Executive Committee members are strongly encouraged to attend and engage with committees.

II. ADJOURNMENT