



American Planning Association
New York Metro Chapter

Making Great Communities Happen

Executive Committee Meeting 11/09/15

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

I. Procedural Duties

Call to order at 6:05 PM

[Present: M. Levine, J. Rausse, A. Beattie, A. Lieber, G. Holisko, R. Harris, P. Lozito
On the phone: A. Witkowski, S. Sallie, G. D'Agrosa, J. Dupre]

II. REPORTS

- 2015 Chapter Conference Debrief
 - J. Rausse noted that the execution on the day of the event was excellent.
 - There were 283 people on site, including 207 paid registrants.
 - Financial: registration revenue of \$30,000 as below expectations. Sponsorships, at about \$16,000, were above expectations. Numbers to be finalized based on final costs (to be provided by K. Saxena). R. Harris expected a modest deficit that would be within the normal historic range.
 - G. D'Agrosa noted that she received a lot of pushback on the number of emails we were sending out and that some people may unsubscribe as a result.
 - P. Lozito suggested offering speakers an honorarium of a year of chapter membership as a form of outreach and engagement.
 - J. Rausse noted that despite the successful execution of the day of the conference, the lead up was not successful as we did not attract a sufficient number of registrants for the cost that was spent.
- J. Rausse noted that of the nine Executive Committee meetings this year, K. Saxena has missed five (plus one additional excused absence).
 - Chapter bylaws state that no more than three meetings should be missed.
 - M. Levine noted that in the past there was a conference committee that formed at least six months from the conference to share the planning duties, with, for example, a June deadline for the speaker lineup.
 - J. Rausse moved to begin exploration, including a change of bylaws, to create a Conference Committee as part of our ad hoc committees (and open to members to join), and evolve the VP of Programs position to a VP of Operations position that would be in charge of that committee. M. Levine seconded the motion. All voted aye.
- Decision on Chapter conferences in 2016 and 2017
 - It was decided that we would be a disservice to our members to not have a 2016 conference and that the 2016 conference should go ahead as a smaller event, leading up to the 2017 APA National Conference in New York.
 - We should be planning the 2016 conference in February.
- 2017 Conference Meeting

- Meeting of the core planning group to be held next Monday, November 16, all day at the Marriott Marquis.
- Holiday Party
 - P. Lozito reported that the holiday party is on Tuesday December 15 at the Japan Society.
 - Registration cost to be determined.
 - Our budget for the event is \$10,000.
 - To be set up with EventBright.
- Mailchimp
 - P. Lozito reported on a successful High Bridge Tour but that he received complaints that some people are not receiving emails from the Chapter.
 - J. Dupre reported that there some issues with the migration from Constant Contact to MailChimp and that we can try re-uploading all the email addresses.
- Food Committee:
 - J. Rausse moved to put the Food Systems Committee on hiatus, with a six month review, due to lack of activity. P. Lozito seconded the motion. All in attendance voted in favor, motion passes.
- Plan4Health Update
 - There was a site visit recently, including a tour of what's going on.
 - We are in the process of hiring an intern.
 - There is concern about the sub-recipient partnership coordination. J. Rausse to ask to ensure one more person is ensuring emails are received, and if there is pushback to drop them from the grant.
- PDO Report
 - J. Rausse read F. Akins' report (F. Akins was absent).
- PDO Restructuring Proposal
 - F. Akins had sent an email with suggestions. J. Rausse noted that we should read and review her email.
- Communications Intern
 - A position description was drafted and circulated for comment. J. Dupre would like to get someone onboard in late November or early December.
 - Motion to approve the communication intern position for the recommended timespan and open to review of the Executive Committee. Motion by P. Lozito, seconded by R. Harris, approved by all.
- Website/communications strategy
 - November 18: first communications and website kickoff. Will go over general communications strategy and then the website strategy, with the website consultant.
 - It was agreed that J. Dupre would seek feedback of the board for website changes but would also be empowered to make changes in good faith.
- Status of Committees
 - J. Rausse read M. Sokol's report on upcoming events (M. Sokol was absent).
- Follow-up on potential new Committee – "Venerable Planners Group"
 - Would be focused on seasoned planners (including retired planners)
 - Motion for M. Sokol to explore creation of committee moved by R. Harris, seconded by P. Lozito, approved by all.
- Studio journal
 - J. Rausse initiated the idea to create a studio journal where the studio/capstone projects presented at the studio event could be documented.
 - A. Beattie noted that it was a good opportunity for faculty and student engagement. She will look into it.
- SRC Events
 - A. Beattie reported on recent and upcoming SRC events.
- SRC Pace Law Involvement

- A. Beattie reported that the Pace Law representative tendered her resignation and that there was low student interest in attending SRC events. SRC is exploring how to collaborate moving forward.
- Other business (Open)
 - M. Levine noted that he will have a draft to send around for the ZQA and MIH proposals in a few weeks.
 - G. D'Agrosa that planning for the Section holiday party is underway (date and place to be determined).

Motion to adjourn by P. Lozito at 8:23 pm, seconded by A. Beattie, approved by all.