



American Planning Association  
New York Metro Chapter

*Making Great Communities Happen*

Executive Committee Meeting 02/02/16

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

Present: J. Rausse, R. Harris, M. Sokol, A. Lieber, A. Beatty, J. Dupre, M. Levine, P. Lozito, M. Calmes, O. Jovine

On the phone: K. Saxena, H. Jacksy, G. D'Agrosa, J. Dupre

*O. Jovine taking notes*

## II. REPORTS

### A. President

- 2017 National Conference Planning: J. Rausse discussed that he will be co-chairing the 2017 Chapter Conference with the RPA NJ Director, Courtenay Mercer. <[cmerser@rpa.org](mailto:cmerser@rpa.org)>
- Mobile Workshops: J. Rausse noted that there will be 55 to 70 mobile workshops at the 2017 National Conference. Debbie Lawlor, FAICP, will be responsible for planning 12 Mobile Workshops for the Local Track. Bus travel should be minimised and travel to and from Mobile Workshops should be streamlined. There are 7,000 members anticipated to attend the 2017 National Conference in New York. APA National will be leading the development of the National Conference, however, the APA NY Metro Chapter should strive to take a leadership role in conference planning.
- 2016 Phoenix Conference: J. Rausse will be heading up the activities for the conference in Phoenix and will be in Arizona from April 1st to April 4th. Apples and yogurt were suggested as giveaways at the NY Metro Chapter Booth at the Phoenix, AZ conference.
- Planners Guide to New York City: J. Rausse would like all Executive Committee members to participate in the production of the 2017 Planners Guide to New York City. The guide will have a digital interface and be available online, in addition to print. The purpose of the guide is to highlight points of interest in New York City, for an Urban Planning audience. The guide will be transit heavy and could be organized in themes. The development of the guide could be managed with the help of a subcontractor or private partner.
  - H. Jacksy suggested that Planning Magazine could pitch articles for the Planners Guide, or otherwise be involved in the development of the Guide.
  - J. Rausse noted that the cost of printing will be accounted for by APA National, additionally, there is a \$75,000 dollar endowment for National Conference expenses.

- A. Leiber suggested utilizing an outside professional source for layout, printing and design of the guide; and recommended that the first order of business would be to identify that source.
- APA National Conference Financing: R. Harris asked, what the sharing of costs would be for the APA National Conference? What is expected in financial support from the local host chapter? Clarification is needed on the Mobile Workshops, is there an opportunity for revenue generation through the workshops?
  - J. Rausse noted that revenue generated from sponsorships would be kept within the APA Metro Chapter.
  - J. Rausse suggested large sponsors, such as The Ford Foundation, in addition to corporate sponsors who have an interest in urbanity.
  - J. Rausse mentioned that RPA NJ will be a partner in the 2017 National Conference. RPA has many large foundations and corporate sponsors that support their assembly, many of which would be interested in the APA National Conference. Reaching out to RPA sponsors would be a valuable exercise.
- J. Rausse introduced the newly appointed Communications Intern, Maggie Calmes.

### B. Treasurer

- 2015 Fiscal Year Budget: R. Harris described the budget for the 2015 Fiscal Year. The budget had significantly higher expensed due to the \$25,000 in conference registration expenses. It was suggested that the budget for Committees be reduced by half, as there are multiple SRC and YPG programs that could use support. SRC and YPG have been closely managing their budgets, thus it would make sense to give the more active Committees, SRC and YPG higher budgets. It was noted that the budget is mostly a guide, as there are opportunities to surpass budget levels should a need arise. However, the budget is rarely exceeded. The overall goal is to encourage programing to ensure a dynamic and involved membership. R. Harris opened discussion on this suggestion.
- A. Lieber mentions that there is an understanding within Committees that the budget is a guideline.
- R. Harris recommended increasing the budget for SRC and YPG, and reducing the Committee budget by half, to \$5,000 per Committee.
- M. Sokol noted that if there was a general fund, it would allow for groups and committees to have more flexibility in event planning. Perhaps a mid-year adjustment could be made to allow for a general fund.
- A. Beatty mentioned that if there was a slight increase in the budget it might encourage more participation and programming for the YPG. However, there would be a limit to the programming foreseeable within one academic year.
- M. Sokol explained that there are eight active Committees within the NY Metro Chapter, a healthy budget allotted for the Committees could be used as an incentive for the committees to become more active.
- R. Harris said that in his two to three years of experience with the budget, there have been no "over the top" expenses except for the NY Metro Chapter reception in 2015, at the Seattle National Conference. Otherwise, all other requests have fit within the budget.
- M. Sokol supplied the following amendments to the Fiscal Year 2015 Budget:
  - Chapter-only revenue to \$400 dollars
  - Insert expense for new Communications Intern
  - Committee budget to \$5,000
- **Vote: motion to approve with amendment supplied by M. Sokol -- moved by J. Rausse, second by A. Beatty, approved by all.**

### C. PDO Position

- Alex Wallach has been nominated to be the interim PDO until December 2016. He is based in Long Island and is a planner for the Town of Babylon.
- **Vote: motion to approve A. Wallach as interim PDO until December 2016 -- moved by A. Lieber, second by M. Sokol, approved by all.**

#### D. Communications Chair

- J. Rausse noted that M. Calmes, the new communications intern, will be involved with streamlining and coordinating Chapter communications across all platforms.
- J. Dupre introduced the new NY Metro Chapter website. The development of the website framework and appearance has been a collaborative process between J. Dupre, the Executive Committee, and the consultant. The consultant asked to finalize the framework of the website; after finalization, the pages can be coded and the pages can go live.
- J. Rausse asked if the dynamic announcements could be prioritized. The consultant explained that the dynamic announcements could be displayed more prominently with the “sticky post” feature, where more popular posts are prioritized on the home page.
- J. Rausse makes comments on the home page and appreciates the clean design of the page. Additionally, the RFP should be removed from the position statements display.
- P. Lozito mentions that there could be multiple images that scroll through the valuable real estate at the top of the home page.
- M. Sokol suggested embedding a map with points of interest, the points would click through to the events near you. Unfortunately, the consultant mentioned that maintenance would not be viable for the map feature on the website.
- J. Rausse noted that there are 14 counties within the NY Chapter, and asked if there would be some way to highlight the counties on the proposed map.
- P. Lozito suggests a mock-up for the proposed map feature.
- J. Dupre noted that the proposed map could be on the ‘Sections Page’ to show the 14 NY Metro Chapter Sections, and clicking through would bring the user to the corresponding Chapter Section page on the website.
- J. Rausse noted that the chapter logo appears small; the APA National Logo should be updated so that the letters take up at least 40% of the red box.
- J. Dupree calls for suggested content for the site:
  - M. Sokol says position statements may become stale;
  - P. Lozito noted an opportunity to preview the statements, with links to completed position papers and announcements to on-going work;
  - P. Lozito said that the position statements could feed into recent news;
  - A. Beatty says that the website should spotlight NY Metro Chapter work and accomplishments.
- J. Dupree describes the design features and framework of the interior pages on the website. The masthead on the interior pages is smaller than the masthead on the homepage because the interior pages are focused on content.
  - P. Lozito suggested that the masthead differs from page to page, or scroll through images like a slide show.
  - J. Rause suggests using photos for each committee icon and suggests that the photo is representative of the actual events hosted by the committees.
  - A. Leiber likes the idea of having an interactive map in the about us section, with live links to the map. Perhaps, a general "who we are" map.
  - M. Calmes suggests that all social media should be streamlined and comprehensively managed, not disparate amongst the committees. What is required is a careful inventory and analysis of what is currently being used.

- R. Harris says there is some value in having committees curate their own “feed” with the ability to spark conversation.
- J. Dupree suggested that if a committee member posts on a separate page, the member should be mandated to post on the central social media page.
- J. Rausse summarized and said that the challenge has been with the short term and long-term communications strategies.

#### **E. NY Metro Chapter 2016**

- K. Saxena reported that the tentative date for the NY Metro Chapter Conference is October, 21st 2016. To be hosted at the Scandinavia House. Once the date is finalized, a “save the date” email will be circulated to members.
- A. Witkowski noted that there are a number of events scheduled within a few days of October 21st. A. Witkowski to confirm that there are no conflicts with the proposed date.
- M. Sokol noted that the best way to engage members would be to involve them in the planning of the event, in particular involving the committees.
- R. Harris to draft the fee structure for the 2016 Metro Chapter event. The event is at the Scandinavia House, thus the seating capacity and catering fees are static.
- J. Rausse noted that sponsorship should be a focus, with the goal to get sponsors involved as soon as possible.
- A. Witkowski reported on the newly updated consultant directory; the directory could be used for identifying sponsors and/or hosts for break-out sessions.
- K. Saxena to send communications plan to J. Dupre.
- Break-Out Sessions: K. Saxena noted that there will be five break-out sessions with three after lunch and two in the morning. The morning sessions will be reserved for headliner speakers.
- M. Sokol and K. Saxena to make sure that committees are involved appropriately.

#### **F. Other Business - Midtown West Elementary School - PS212**

- J. Rausse noted that PS. 212 is developing a Wellness Vision Plan and has requested to work with a Graduate Student or NY Metro Chapter Committee to prepare the vision plan for their school.
- SRC or YPG should take the lead in disseminating this information and finding a potential candidate. PS. 212 has requested that the Chapter is put in touch with them as soon as possible.
- A. Beatty suggested that the Vision Plan could be incorporated into a graduate school Capstone or Studio Course.

#### **G. VP Committees**

- Committees Report: M. Sokol made the Committees Report, providing the status of each of the committees. He explained that Haley Collins has expressed interest in transitioning from Secretary of the Transportation Committee to the position of Co-Chair. She is interested and willing to make the commitment.
- M. Sokol also noted that there are three chapter members who are interested in starting an Arts & Culture Committee. As a note, the Urban Design and Diversity Committees are two existing committees which may have conflicting or overlapping mission statements with the proposed Arts & Cultures Committee. Any decisions would be formalized next month. J. Rausse asked what the mission of the Arts & Culture Committee. As described by M. Sokol it would be focused on art institutions, organizations and groups associated with cultural affairs; such as BAM, Theaters, etc.

#### **H. SRC Report**

- SRC Report: A. Beatty gave the report.
  - An AICP Informational event will be held next week. A. Beatty to reach out to Tina Leung for support on event planning; final dates to be sent to A. Witkowski.
  - The Diversity Forum is planned and will be hosted at Lerner Hall at Columbia, University.
  - The website should be updated to read “School Relations Committee” or “School Representative Committee,” name to be confirmed.

**III. ADJOURNMENT [8:32 pm motion: J. Rausse, second by R. Harris, approved by all]**