

## MEETING NOTES • URBAN DESIGN COMMITTEE • APA NY METRO CHAPTER

**MEETING DATE:** February 3, 2015

**ATTENDEES:** Katie Theis (Co-Chair), Victoria Hallas, Michele McInnes, Chris Rhie, Cristina Ungureanu, Renee Schoonbeek

### AGENDA:

1. Updates
2. Review Communications Matrix
  - a. Finalize Objectives (number of blogs, positions papers etc.)
  - b. Define Target Audience
  - c. Communication Methods
    - LinkedIn
    - APA NY Metro Website
    - Email
    - Facebook
    - Others
3. Outlet for blog postings
4. Next Steps / Action Items

#### 1. Updates

Frank Ruchala is no longer a member of the committee. Cristina Ungureanu has joined the committee.

#### 2. Review Communications Matrix

Urban Design Network is a group of 30-40 people interested in urban design, and who have signed up for regular updates on the activities of the urban design committee. This email distribution list is currently maintained by UD committee co-chairs.

APA –NYM EC is developing a policy regarding posting on social media; the committee communications will have to adhere to this policy.

The committee reached a general consensus on the following:

- Meeting notes: once adopted, meeting minutes will be posted on the APA-NYM website committee page
- Network newsletter: committee will send a monthly newsletter to urban design network, including link to the adopted meeting notes
- Position papers: once approved by EC, position papers will be posted on APA-NYM website
- CM-events: shortly after event has taken place, photos/slideshows/brief summary of the event will be posted on APA-NYM website

- Web postings: posts on website will also (automatically) be posted on other social media platforms such as LinkedIn; the linkage needs to be set up by committee's social media administrator
- LinkedIn: Committee will create its own LinkedIn group, invite the Urban Design Network to join, others can request to join group but will have to be approved by committee's social media administrator
- Other (non-committee) events: committee will create a 'curated' event listing with events that might be of interested of the Urban Design Network. Could be part of monthly network newsletter.

The annual, joint event of APA-NYM and ASLA will be about "community input in design". Committee will discuss this event further at its next meeting.

### 3. Outlet for blog postings

'Medium' is suggested as platform for blog posts. It is a relative new, well-designed platform that draws a lot of views.

The idea is to keep blog posts light and give a voice to individuals in the planning community and, in doing so, show the diversity in the community. This way, the posts don't have to represent formal APA positions or policies, while still promoting the profession and addressing matters of professional interest to planners. Proposed frequency is 1-2 a month, posted by committee's social media administrator. All committee members responsible for creating content: proposing individuals, contacting them, following up etc.

Blog post could also be an outlet for articles authored by committee members. Victoria and Chris Rhie have written an article about health and urban design (metrics pedestrian density in neighborhoods) that the committee might consider posting.

The committee will develop standard text and template for blog posts, and come up with themes/threads for individual contributions.

### 4. Next steps/Action Items

Due to scheduling conflict, the monthly meetings will be rescheduled to the **2<sup>nd</sup> Monday of the month**, same time/place (6:00PM/Offices PB).

#### **ACTION ITEMS:**

#	Action:	Who:	When:
1	Edit the framework for communication strategy	Michele	2/10/15
2	Send link "Medium" for committee review as as suggested platform for	Victoria	2/10/15

	blogposts		
3	Check w/EC re committee communications + loop in committee social media administrator (Victoria)	Katie	2/10/15
4	Design links between social media platforms (LinkedIn, Facebook, Medium)	Victoria	2/10/15
5	Create a profile for committee LinkedIn group	Victoria	2/10/15
6	Invite Urban Design Committee to join LinkedIn group	Katie/Chris Riale	2/10/15
7	Send around the article about health and urban design	Victoria/Chris Rhie	2/10/15
8	Draft boiler plate (standard intro text and template text/images) blog post	Chris Rh	2/15/15

**NEXT MEETING:** February 10, 2015, 6 PM at Parsons Brinkerhoff, One Penn Plaza