

MEETING NOTES • URBAN DESIGN COMMITTEE • APA NY METRO CHAPTER

MEETING DATE: February 10, 2015

ATTENDEES: Katie Theis (Co-Chair), Chris Riale (Co-Chair), Michele McInnes, Chris Rhie, Renee Schoonbeek

AGENDA:

1. Meeting Notes
2. Updates
3. Communications Matrix
4. Social Media Strategy
 - LinkedIn group Urban Design Committee
 - Platform for blogposts (Medium)
 - Boilerplate blogpost “voices of urban design”
5. Events
 - FAF event series “50th anniversary NYC Landmarks Law (Pierhouse w/Waterfront Committee)
 - NYM Urban Design Committee CM-event May 2015 (Hudson Square walking tour)
 - APA-NYM/ASLA event “community input in design”
6. Next steps / Action items

1. Updates

APA-NYM board member Ryan Harris will post the approved committee meeting notes on the APA-NYM website. The APA-NYM website is being revamped, but there is no firm time line for completion of the new website.

2. Communications Matrix

Michele has updated the communications matrix. It is a working document that will be maintained by Michele.

3. Social Media Strategy

Victoria has created a LinkedIn page for the APA-NYM Urban Design Committee. As committee members tried to sign up, it was revealed that a LinkedIn page with the same address already existed. It is unclear if this page has a formal affiliation with the APA and if its use of the APA logo is permitted. The LinkedIn page was reported to the APA-NYM board and, if necessary, the board will take the appropriate action.

Once the committee’s LinkedIn page is up and running, Katie and Chris Riale will email the members of the Urban Design Network and invite them to join. The committee will continue to keep the network updated via emails as not everybody is subscribed to LinkedIn.

In addition to the meeting notes, there may be other things posted on the website, such as position papers prepared by the committee.

Members of the LinkedIn group will receive a notice that something has been posted on the website with a link to the website.

To prevent duplications, the Urban Design Network members who have joined the LinkedIn group, will have the option to opt out of the mailing list if they no longer wish to receive emails.

Victoria will coordinate social media and present a further developed outline of connections between various social media platforms for discussion at next month's meeting.

Chris Rhie will prepare a boilerplate for the "voices of urban design" blog for discussion at next month's meeting.

4. Events

A subcommittee of FAF is meeting 2/11 to discuss the Landmarks 50th Anniversary events. The event will evolve around public art. Katie will loop Michele in as she is interested in participating in the event planning. Among other things, the NY School for Interior Design will host a series of events throughout the year. The FAF is looking to organize two events: one in September with the NY school for Interior Design and one in April in collaboration with No Longer Empty which will be held in the Bronx Borough Court House.

Chris Riale would like the committee to host an event for young planners with 1-3 years of experience looking for career advice, "Pathways to Success". The committee members would form the panel and talk about the (technical) skills needed in their line of work. To prepare the discussion, the panelists would receive a set of questions in advance. Chris would like to hold this event in April of May.

The APA-NYM Student Relations Committee is hosting an event on March 6th, 6-8PM, at the New School. Katie will represent the committee but other committee members are invited to join her. She will forward the information to the committee members.

The committee briefly discussed the proposed CM-event in Hudson Square. The committee would like this event to be from 2-6 PM, ending with a network opportunity, and free of charge. Renee will further develop the program. Katie will check into the process for registering the event for credits.

The annual APA-NYM/ASLA will be held on June 12th. The theme is "community input in design". Chris Rhie offers to help with the logistics.

Next month the committee will discuss opportunities to interact, engage and network with other professional organizations. Renee will gauge the interest for a mixer jointly hosted by the urban design committees of the AIA-NY and APA-NYM.

Meeting Notes Urban Design Committee APA NY Metro Chapter

5. Next steps/Action Items

ACTION ITEMS:

#	Action:	Who:	When:
1	Update the communication matrix	Michele	ongoing
2	Launch the committee's LinkedIn page	Victoria	asap
3	Email Urban Design Network to invite them to join LinkedIn group	Katie/Chris Riale	asap
4	Design links between social media platforms (LinkedIn, Facebook, Medium)	Victoria	3/16/15
5	Draft boilerplate for "voices of urban design" blog	Chris Rhie	3/16/15
6	Participate in event planning FAF Landmarks 50 th anniversary events	Katie/Michele	ongoing
7	Develop + Plan "Pathways to Success" event for young planners	Chris Riale	April/May
8	Participate in APA-NYM students relations event	Katie + ?	3/6/15
9	Develop + Plan CM-event Hudson Square	Renee	June
10	Participate in event planning annual APA-NYM/ASLA event	Chris Rhie	6/12/15
11	Gauge interest of AIA Urban Design Committee for meet & greet	Renee	3/16/15

NEXT MEETING: March 16, 2015, 6 PM at Parsons Brinkerhoff, One Penn Plaza