

MEETING NOTES • URBAN DESIGN COMMITTEE • APA NY METRO CHAPTER

MEETING DATE: March 16, 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 Network
 - Platform for blogposts (Medium)
 - Boilerplate blogpost “voices of urban design”
5. Events
 - APA-NYM Urban Design Committee event “Pathway to Success” April or May
 - NYM Urban Design Committee CM-event May 2015 (Hudson Square) June 4th
 - FAF event series 50th anniversary NYC Landmarks Law
 - APA-NYM/ASLA annual event “community input in design”
6. Interact / Engage with other professional organizations
7. Next steps / Action items

1. Updates

The chairs of the chapter committees will meet on April 1st.

Katie attended a FAF board meeting. The FAF is preparing for its annual meeting and medal of honors awards in June at the National Arts Club.

The Young Planners Committee is hosting an event for graduate students on Friday March 27th at Hunter College. Renee and Chris Riale will represent the Urban Design Committee.

2. Communications Matrix

No changes. The communications will not be a recurring agenda item. Michele will update as necessary.

3. Social Media Strategy

The committee’s LinkedIn group is up & running. As it turns out, the previous committee chair had set up a LinkedIn group that is still active. To prevent any confusion, the APA logo was removed from the other page and the name of our group was changed to Urban Design Forum.

The Medium blog post is ready to be launched. Victoria will post the first blog, written by Chris Rhie, on March 27th. All committee members will be responsible for content. Chris Rhie will insert a disclaimer to

the template indicating that the article does not represent the APA's point of view. Chris Rhie will create a shared google doc and calendar for committee members to submit names, topics and dates for publication.

4. Events

Chris Riale reports on the event "Pathways to Success" for young planners at Parsons Brinckhoff in May (date TBD). Katie and Tom Jost of PB will participate on the panel. Max Sokol of PB will moderate. Chris Riale is looking for 2 more panelists (urban planners w/10+ year experience working in the field of urban design).

The Hudson Square CM event will be held at Thursday June 4th 2-6 PM at the NY Fire Museum. The event will be free. The application is for 4 CM-credits. APA NYM has made \$250 available for the organization of the event. The Fire Museum is not charging a fee for the use of their space and AV, but we will have to set up and clean up ourselves. We will need 3-4 volunteers on the days of. The committee agrees to make a financial donation to the Fire Museum. The rest of the budget will be used to purchase refreshments. The event will be followed by a networking event in the neighborhood (cash bar). Cristina offers to help with the CM-application and event planning. Renee will prepare the CM-application and set up the event registration. Speakers are Ellen Bear of the BID, Signe Nielsen of MNLA and Matthew Stephens of the NYC DPR. Renee will obtain bios for the CM-application. Renee will lead the walking tour with support from her project team.

Open House NY is hosting an event to celebrate the 50th anniversary landmarks law with the NY School for Interior Design on April 18th. FAF may also hold events during OHNY in the weekend of October 17-18.

Michele attended a meeting on March 13th of FAF to discuss an event in collaboration with No Longer Empty at the Bronx Court House that will run April through June. Opening is April 25th. She has offered to help with collecting historical building data and fact finding.

The event in conjunction with the ASLA on June 12th is taking shape. Confirmed speakers are John Shapiro and Mitchell Silver. A save date will be going out soon. It will be a full day event including a bus tour of Queens.

5. Interact / Engage with other professional organizations

Renee has reached out to Jonathan Marvel and Ernest Hutton to discuss possible collaboration between the AIA and APA NY Urban Design Committees. A meeting is in the works.

Renee suggests looking into a joint event with Coro New York. Coro is a civic leadership center and alumni network of leaders in the public, private and non-profit sector.

6. Next steps/Action Items

ACTION ITEMS:

| # | Action: | Who: | When: |
|---|---|---------------------|---------|
| 1 | Update the communication matrix | Michele | ongoing |
| 2 | Insert disclaimer re POV on "voices of urban design" blog | Chris Rhie | 3/27/15 |
| 3 | Post first blog (written by Chris Rhie) on Medium | Vicoria | 3/27/15 |
| 4 | Participate in APA-NYM students relations event | Renee + Chris Riale | 3/27/15 |
| 5 | Support FAF/No Longer Empty event Bronx Cuort House | Michele | 4/25/15 |
| 6 | Plan "Pathways to Success" event for young planners | Chris Riale | May |
| 7 | Develop + Plan CM-event Hudson Square | Renee | 6/4/15 |
| 8 | Explore collaboration AIA/APA NY Urban Design Committees | Renee | 4/27/15 |
| 9 | Participate in event planning annual APA-NYM/ASLA event | Chris Rhie | 6/12/15 |

NEXT MEETING: April 27, 2015, 6 PM at Parsons Brinkerhoff, One Penn Plaza