

MEETING NOTES • URBAN DESIGN COMMITTEE • APA NY METRO CHAPTER

MEETING DATE: June 15, 2015

ATTENDEES: Katie Theis (Co-Chair), Chris Riale (Co-Chair), Michele McInnes, Chris Rhie, Victoria Hallas, Greg Haley

AGENDA:

1. Meeting Notes
2. Updates
3. Policy Reviews
 - LMDC-Section 106 WTC Ship Mitigation Plan
4. Social Media Strategy
5. Events
 - APA technical assistance panel - Discuss potential topics
6. Interact / Engage with other professional organizations
 - Youth in Planning
7. Next steps / Action items

1. Meeting Notes

Draft notes of the May 18, 2015 meeting are approved.

2. Updates

- a. Katie reported on the Hudson Square Connection event (attended by committee members Katie, Chris Rhie and Michele). The event was successful and well received. Lessons learned, smaller groups for the walking tour portion as it was difficult to hear.
- b. Katie spoke to Frank Ruchala about reviewing the contextual zoning proposal for equality and affordability. The timeline has changed, and presentations will be made to the community boards over the summer instead of public comments which will now take place in the fall. Frank will contact Katie to schedule a presentation over the summer or early fall. Waiting for follow-up from Frank. He would come to us and present to any interested APA committee. Michele will coordinate bulleted responses to the zoning proposal.
- c. The committee had an additional meeting to discuss 4 potential APA session proposals. 3 of the 4 proposals were submitted. Chris Rhie had some problems submitting his write-up and sent the proposal directly to Kovid Saxena. Max Sokol will hear which (if any) proposals were selected in about 1 month.
- d. Chris Rhie reported on the joint ASLA/AIA/APA Conference (3rd year). There was good attendance of about 70-80 people, and Mitchell Silver was a great keynote speaker. The location was a free venue for the lighting industry and good to keep in mind. It holds up to 150 people and is located in Chelsea between 10th and 11th Avenue. Chris skipped the walking tour.

e. Katie gave an update on the No Longer Empty / Landmarks 50th Anniversary event being held in the Bronx Courthouse. The FAF will assist during the July 18th Family Day event. Jeff asked the FAF to provide Arts Beaux expertise. Michele will follow-up with Jeff on particulars and will send an email to the Urban Design Network asking for volunteers to assist during the day.

f. Pathways to Success been postponed. Chris Riale needs a connection to Jeff Shumaker at DCP. Chris will send Michele an email with some details, and Michele will reach out to Jeff and put Chris in touch with him.

3. Policy Review

LMDC-Section 106 WTC Ship Mitigation Plan: It was agreed that there wasn't much for the UD committee to comment on. Katie will decline to Ryan and Max.

4. Social Media Strategy

We reviewed the statistics of each blog which included the number of views and number of reads. There is a low % of readers. Moving forward, we will instruct the blog writer to re-post / tweet / or otherwise self advertise the blog. Victoria will remind all committee members to re-post as well. The latest blog was much longer than our original specifications, and moving forward we will keep the length down to encourage readers to read the entire piece.

We currently have 79 LinkedIn members.

5. Events

APA NYM Technical Assistance Panel: We will hold this topic for next month's agenda when Cristina is attendance.

6. Interact / Engage with other professional organizations

Youth in Planning: A week long event for 9th to 12th graders interested in planning will be held in Harlem over the summer. Different speakers will present for an hour each, and the kids will have assignments to do in the afternoons. And the end of the week, the kids present to all the speakers and the speakers critique them. This year's program topic is La Marqueta in East Harlem and the use of un-used space. Victoria's thesis was on Active Design in East Harlem and she and/or Katie will present.

7. Next steps/Action Items

We will start planning for our next CM event once we know which sessions were selected for the APA NYM Chapter conference. This should be added to next month's agenda.

Meeting Notes Urban Design Committee APA NY Metro Chapter

Greg is involved in other groups and is interested in exploring industrial designs effect on urban design.

ACTION ITEMS:

#	Action:	Who:	When:
1	Decline LMDC Review	Katie	ASAP
2	Follow up w/ Jeff at FAF regarding volunteers for No Longer Empty Landmarks event	Michele	ASAP
3	Send email to UD Network call for volunteers	Michele	6/30/15
4	Contact Jeff Shumaker for Pathways to Success	Michele / Chris Riale	ASAP
5	Further explore possibility of offering technical assistance to non-profits	Cristina	7/20/15
6	Plan "Pathways to Success" event for young planners	Chris Riale	TBD
7	Support FAF/No Longer Empty event Bronx Court House	Michele	7/18/15

NEXT MEETING: July 20, 2015, 6 PM at Parsons Brinkerhoff, One Penn Plaza

VOICES OF URBAN DESIGN – LOOK-AHEAD SCHEDULE

May:

- Posts
 - Katie provide 1 post
 - Renee provide 1 post
- Lookahead
 - Chris Rhie contact 2 for June
 - Renee – contact 2 for June
 - Chris Riale- write or contact 1 panelist for June post related to Pathways event

June:

- Posts
 - Chris Rhie/Cristina – 1 post on Crowdsourcing from your contact
 - Renee 1 post (related to Hudson square event)
 - Chris Riale 1 post on Pathways event
- Lookahead
 - Victoria – contact 4 for July (students – try to get representative from each planning school in NYC)

July:

- Posts
 - Victoria - 2-4 posts from students
- Lookahead
 - Chris Riale – contact 2 for August post
 - Cristina – contact 2 for August post

August

- Posts
 - Chris Riale – provide 1 post
 - Cristina – provide 1 post
- Lookahead
 - Katie – contact 2 for September post
 - Michele- contact 2 for SeptemberSeptember
- Posts
 - Katie – provide 1 post
 - Michele – provide 1 post
- Lookahead
 - TBD – may be related to future Fall programming from UD committee.