

APA NYM Urban Design/Arts & Culture Committee

Monthly Committee Meeting Notes

Meeting Date: 6/26/2017, 6:00 p.m. @ BuroHappold (100 Broadway, 23rd Floor)

Attendees: Chris Rhie, Co-Chair
Cristina Ungureanu, Co-Chair
Victoria Hallas, Communications Lead and Secretary
Sarah Bassett
Sreoshy Banerjea
Ali Sunderland-Brown
Alice Shay
Ryan Lovett
Mary Miltmore
Alexander Adams
Caroline Bauer
James Francisco
Jyothi Grama
Gregory Haley

Agenda:

1. **Introduction**
 - a. New committee member welcome
 - b. Introduce all existing committee members
2. **Approve Meeting Notes from April** (see attached)
3. **Updates**
 - a. Arts and Culture Subcommittee updates
 - b. Chapter Retreat – Next Steps document
4. **Social Media Strategy**
 - a. APA Metro Chapter newsletter
5. **Upcoming Events**
 - a. Report back on Crafting Public Arts, Space & Culture
 - b. Facilities Explorer Demo (6/28)
 - c. Agency Leadership Roundtable (7/19)
 - d. Discuss questions for the panel
 - e. Fall Chapter Conference

Meeting Notes:

- Meeting minutes **approved**
 - **Updates from the Arts and Culture Subcommittee:**
 - The Arts & Culture subcommittee will host the third Tet-a-Tet event in August about the Lower East Side Partnership's 100 Gates project – Thursday 8/8, 6-8 p.m. @ Lucky Jack's (129 Orchard Street) featuring:
 - Natalie Raben, Senior Vice President, Partnerships & Public Affairs at the Lower East Side Partnership
 - Gemma Gené, Artist
 - Kim Sillen, Artist
 - The subcommittee is also exploring hosting a boat tour of Bannerman Island in mid-August.
 - The next Arts & Culture Subcommittee meeting is: Monday, 7/10, 6-7 p.m. @ New Inc (231 Bowery) - All are welcome!
 - **Social Media Updates:**
-

- Cristina summarizes the Voices of Urban Design blog series and what it is used for new committee members
- Before our next meeting, Victoria will send around the Google Doc for members to sign up for posts
- **Chapter Retreat 1-Pager Review**
 - The UD and A&C Committee will be regrouping July 18th to establish the top 5 goals/activities they would like to be involved in. These notes only represent limited discussion and are not yet complete.
 - UD and A&C Committee shared interest in directly participating in the following goals/activities:
 - Goal 2, Item 1 – Interest from our committees in engaging with the APA National Planning Ambassador Program (used to promote the planning profession through activities and events in local communities, particularly with youth). Would like to host youth education visits/events on topic of UD and A&C, potentially in collaboration with Diversity Committee.
 - Goal 2, Item 9 – Create a NY Metro area specific toolkit with best practices, case studies, neighborhood scale news, social media etc.. Example being ULI’s development precedent database open only to its members.
 - UD and A&C Committee wanted to place emphasis and expand upon the following goals/activities:
 - Committee would like to see consistent visual branding and collateral across the board. The APA NYM Style Guide is only a first step.
 - Expand partnerships with ULI, RPA, CNU, NJ Chapter.
 - Having a space to host events is extremely important but expensive. Space could be a yet-to-be-leased ground floor of a new development for a shorter-term lease (1-3 years) located in a community that planners actively serve. The deal could be made with a partner developer / partnership with ULI for example. Home bases can rotate so we get more exposure in the city and more closely align to the APA mission.
 - The committee was interested in designating a media point-person to make connections with publications and media.
 - UD and A&C Committee wished to add the following ideas:
 - Would like to expand upon Goal 2, Item 9 by creating a database of planning and urban design firms in the region. Would love to see smaller firms highlighted on this database, and possibly through a pilot award program that highlights 5 emerging practices. We could then use those practices to generate a publication for the chapter.
 - Would like to work on the affordability of membership and access to events.
 - Committees are curious how APA NYM will track progress on these goals and activities. The committee is interested in who implements these goals and action items. The 1-pager should be reorganized to show who is responsible for each goal/activity, and a clear statement on tracking commitment should be made on the document.
- **Upcoming events:**
 - *Facilities Explorer Demo* – 12-1 p.m. on Wednesday 6/28 @ BuroHappold Engineering
 - *Leadership Roundtable*: 6-8 p.m. on Wednesday 7/19 @ Center for Architecture
 - Roundtable discussion based on APA community’s discussion
 - Committee brainstorms questions on event topics including, the future of the agencies, rezonings, and equity
 - How could public participation impact zoning?
 - What is the future going forward for each of the agencies?
 - How do you see your agencies differently?
 - What legacy do you want to have/what impact do you want to have made?
 - What are the future opportunities for NY?
 - Who is looking out for long-range planning (30-40 years out)?
 - *Fall Chapter Conference* – Renee and Vanessa represent Urban Design and Arts & Culture committees