



American Planning Association
New York Metro Chapter

Making Great Communities Happen

Executive Committee Meeting 01/18/2017

Location: WSP | Parsons Brinckerhoff, One Penn Plaza, Second Floor, Room 2313B

I. PROCEDURAL DUTIES

Call to order at 6:15 PM

Present: M. Sokol, J. Rausse, A. Beatty, K. Saxena, S. Pandey, P. Vancura, O. Jovine, S. Grimm-Lyon, M. Gates, R. Harris (invited for discussion of operating procedures initiative)

On the Phone: S. Sallie, A. Wallach, A. Witkowski, K. Theis

O. Jovine taking notes

II. REPORTS

The meeting started with Introductions.

Long Island Section Report

- The Arthur Kunz Memorial Scholarship was discussed. To note, the application period is open through February 10, 2017. A portion of the scholarship funds is dedicated for current students. The link for the application has been circulated through all communications channels. The goal this year is to get as many local practicing planners and planning students to the National Conference.
- The LI Section circulated a professional development questionnaire to its membership. There has been an overwhelming response by members for the following themes: economic development, TOD, mixed use development, and traffic impact analysis. We will make the request for CM credits.
- Wes Sternberg, of the LI Section, will be the new Section PDO.

VP Communication Report

- J. Dupre was unable to attend, but provided a report via email to M. Sokol, who summarized the report in the meeting.
- The Communications Manager position was discussed. Very promising candidates have been interviewed for the position. S. Pandey suggested that the contractual obligations of the Communications Manager be outlined in a Chapter Manual.
- Website training is still available for Chapter leadership. If you have not yet been trained in the website, please send an email to J. Dupre, requesting training. It's critical that everyone on the executive committee knows how to use the website.
- Last year during the development of the first iteration of the communication's plan and website development we held three dedicated communications meetings and allowed multiple opportunities for input via email as well. Now that we have the foundation, it's time to answer more difficult questions about who we are and the type of information and messaging we want to put out there which is really a part of the larger APA strategy.



Therefore, J. Dupre looks forward to the upcoming retreat as an opportunity to delve into these questions, as noted in her written report.

Former President Report

- National Conference Update. There are a few more weeks left in the early registration window, which provides registration at a significantly reduced rate. There has been some fluctuation with workshops; however, few changes will be made at this point. Sessions are still in flux, but Commissioner Polly Trottenberg will hopefully speak, and be incorporated into a session.
- Leadership Event at Gracie Mansion. There is a new City Planning Chair at DCP, which will be kept in consideration for the event. The Mayor is intended to participate. The APA FAICP will not be able to attend this event. It is anticipated that all Executive Committee members will be invited to attend the Leadership Event.
- The Local Host Session Event. Progress has been made with respect to the contracts with the New York Public Library. In terms of budget, last year the Chapter had voted to commit a minimum of \$30,000 to the Local Host Session Event, not including what we will collect at the door.
- The Student YPG Event. AECOM will no longer be sponsoring the event, other sponsorship has not been successful. It is very possible this event will be foregone. Limited support from National on the event, as an alternative National suggested a bar crawl. NYU may jump in as a potential sponsor for this event.

President Report

- Chapter Operations Initiative. M. Solol introduced R. Harris, who provided a draft presentation as a hand-out and led the following discussion.
 - The goal to produce a standard operating procedures manual was discussed. R. Harris will lead the operations initiative and get input from Chapter leadership, including the responsibilities for each leadership role and the goal to set appropriate milestones. Chapter leadership to determine the timeline for production of this document. A preliminary idea was to devote much of the February Executive Committee meeting to discuss the operating procedures initiative.
 - Draft goals of the Chapter were discussed. [Slide 2]
 - Draft milestone scheduling was outlined. [Slide 4]
 - As an example, registration for the Annual Conference has implications for the budget. Therefore, allowing a 3 month lead on Annual Conference registration would benefit the Chapter overall.
 - The format for the manual has not been determined. Perhaps, the Google Docs tool could be utilized, as Google Docs gives one the ability to assign responsibilities through the application, which would allow the manual to be a “living” assignment tool.



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- M. Sokol suggested that there could be benefits if the Executive Committee members each provided a written report in advance of meetings. We could then use the majority of the meeting to focus on discussion and less reporting. This prospect can be discussed going forward.
- An overarching goal for the operating procedures initiative would be to enhance and facilitate transparency and make funding and communications more clear for membership and committees.
- Preliminary discussion of Executive Committee "Retreat" – this was tabled because of time constraints at this meeting.
- Annual collaboration with ASLA (and other related professional organizations)
 - M. Sokol stressed the importance of maintaining and enhancing our Chapter's inter-organization partnerships. In coordination with J. Rausse, M. Sokol led this effort as VP of Committees for the past several years, and engaged the appropriate Committee(s) to support the conference planning. M. Sokol and K. Theis (as President and VP of Committees, respectively) will be having an initial meeting with ASLA leadership to discuss ideas for this year's joint conference, and will subsequently follow up with the Executive Committee. M. Sokol asked if anyone else from the Executive Committee would like to be actively involved in the planning. K. Saxena expressed interest in remaining informed (to avoid duplication with other Chapter programs).

Administrator Report

- The 2018 FAICP nomination process has started; nominations are due on October 13, 2017. The APA-NYM process should be set up as soon as possible since the Chapter had no FAICP nominees in 2016. The Chapter Administrator has contacted the Chapter's 15 FAICP members to determine participation. Language has been drafted to include on the website and in the next e-blast. Chapter Administrator to restart assistance in the 2017 National Conference Student Event sponsorship drive.

Treasurer Report

- The preliminary draft of the Chapter budget was discussed. The fiscal year is January to December 2017. The budget will be managed carefully this year, as the Chapter will be hosting National Conference events this year.
 - The Chapter can expect approximately \$127,000 in expenses this fiscal year. On the plus side, the contractual services that the Chapter absorbed in 2016 were brought down by approximately \$20,000; as the Chapter will no longer need those services (i.e. website and Plan4Health administrative fees).
 - Executive Committee retreat and refreshments have been added to the budget, to encourage an active visioning session for the Chapter leadership. The retreat itself is imperative, but the cost could be flexible.
 - QuickBooks was added to the budget, it's a small line item but would be beneficial to the Chapter in the case of an audit.



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- Travel reimbursement will be fairly standard. National Conference registration will be fairly standard. The ten students on the SRC have been given the funds for the early bird (\$125 fee) registration for the National Conference.
- It was discussed if the Chapter should host an Annual Chapter Conference in 2017, due to the magnitude of the National Conference. This will be discussed in subsequent meetings. Furthermore, if the Chapter hosts a small conference in the spring (related to the National Election outcomes) the budget would have to be carefully handled. As it is, the Chapter may not receive comparable sponsorships as in years past because of the National Conference.
- It is best if the Chapter have a balance of \$25,000, to maintain an appropriate operating budget.
- The Chapter has been a member of several organizations over the years and pays \$1,000 in dues each year. Those are items that could be brought up for discussion.
- A comprehensive sponsorship strategy was discussed. Chapter to look into a more comprehensive revenue generating and sponsorship opportunities. Also discussed was the value the sponsors receive from the Chapter in return for funding; for example the location and prominence on the Chapter website.
- A. Beatty highlighted there may be a need in the budget for Annual Studio Presentations. Last year Hunter asked if the Chapter could provide a match for the studio presentation event. There's merit to establishing a process there. In future, schools may want to be compensated for hosting the event, which rotates through the NYC area schools for the presentation. Some of the funding could come from the SRC budget.
- S. Pandey would update the draft budget based on this discussion and circulate in advance of the next Executive Committee meeting.

Committee Chair Report

- A goal this year is to establish accountability and guidelines for the committees. A suggestion is to have a dedicated communications lead for each committee.
- A number of committee leadership posts are in flux, so there are opportunities for new leadership and opportunities to engage the membership at large.
- K. Saxena highlighted that there were some communications challenges in the past, which could be addressed through the proposed operations plan.



VP Programs Report

- There has been interest in hosting an event this spring to discuss the urban planning in the light of the new administration; specifically, the restructuring of agencies would be discussed and the new leadership of federal agencies. Policy changes at the federal level effect planning in the NYC area. The conference would leave politics aside, and focus on discussion from a professional planning approach.
 - K. Saxena should also offer another opportunity for any interested Committees to help in organizing the event.
 - M. Sokol noted that follow-up is necessary with C. Ungureanu and C. Rhie (Urban Design Committee) regarding their “post-election action” meeting. K. Theis will lead the coordination as VP of Committees.
- Other programs were noted during this report, including the annual APA/ASLA/AIA conference (with coordination to be led by K. Theis, as VP of Committees), and Chapter’s annual Holiday Party (to be led by S. Grimm-Lyon as NYC Section Representative).

YPG

- Update the roster of participating members, and send a questionnaire regarding themes for future YPG events.
- The mentorship program is getting ready to launch, with a kick-off meeting in March.

VP Intergovernmental Affairs Report

- The Public Access Coalition was discussed. The RPA in conjunction with OHNY would advocate for more and better access to publicly accessible spaces. We invite any sort of civically engaged and planning organization to participate. Councilmen Levine is involved.

Secretary Report

- The February meeting and Executive Committee Retreat will be scheduled by Doodle Poll.



PDO Report

- There are over 40 planners taking the AICP Exam in the new exam window. A “What to Expect” session will be hosted.
- There is scholarship funding available to members taking the exam. The application for the scholarship has included a written statement of need.
- The FAICP application and nomination process should be discussed. A. Witkowski provided memos and a draft letter outlining the nomination process.

SRC

- Students are interested in Chapter sponsored scholarships, however, with budget discussions unfolding for this fiscal year, it seems like 2017 might not be the best year to get these up and running.
- SRC has a few spring events scheduled, with more to report next month.

Hudson Valley West Section Report

- A LiveWell Kingston event is to be hosted this spring in Denver; H. Jacksy will be attending and representing the Chapter.

III. ADJOURNMENT [8:40 pm, motion: K. Saxena, second by M. Gates, approved by all]