



Western Section New York Upstate Chapter American Planning Association

Executive Committee Meeting Minutes

Date / Time: Thursday, June 6, 2019 at 12:30 pm
Location: Fisher Associates, 325 Delaware Avenue, Buffalo, NY
Presiding Officer: Rocky Navarro, Section Director
Attending:

Kim Amplement, Deputy Director
Jonathan Bleuer, Past Director
Michael Godfrey, AICP, Treasurer
Samantha Herberger, AICP, Secretary
Sarah Gatti, Events Coordinator
Shawn Rooney, Regional Affairs Officer
Kelly Dixon, AICP, Professional Development
Tyler Madell, UB Student Representative
Hiro Hata, University at Buffalo

- Call to Order

The regular monthly meeting of the WNY APA Executive Committee was called to order by Rocky at 12:30 PM.

- Approval of May 2, 2019 Meeting Minutes

Michael Godfrey requested to change the reported financial balance for the May 2, 2019 meeting minutes to \$6,205.24 per the processed transaction history from Key Bank.

Michael motioned to approve with the requested change –Kim seconded – Approved

- Committee Reports

a) APA Chapter News – Rocky

- APA Chapter looking to enter into a QuickBooks subscription (\$50 per year) to link bank accounts.
- Jim Levy will be chairing a committee for financial consolidation within the APA Chapter.
- The Board discussed options to ramp up social media posts. The Board should begin sharing social media posts with Amanda Bearcroft to increase post views.
- APA has initiated a new AICP Candidate Pilot Program.
 - o This program offers qualified APA members the opportunity to take the AICP Certification Exam prior obtaining the required job experience.

- The next AICP exam is scheduled in November 2019.
- Rich Guarino obtains a discounted study guide for APA members.
- Planning for the 2019 Annual Chapter Conference in Rochester is underway.
 - o There is an option for the WNY Section to purchase a banner for \$150.
 - o Joe is actively looking for volunteers for the registration table (an official call for volunteers in pending).
- OPPI is hosting a conference in Toronto in October 2019.

b) Communications – Kim

- A survey and email were sent to WNY APA Awards Event attendees.
- The website was updated with award winners and incoming officers.
- The website domain is being renewed. This will be a charge of \$46, which is an annual fee.
- **Kim will look into options for deactivating or deleting the old email domain.**
- The Newsletter will be rolled out in the coming months
 - o Would like to include more original content.
 - o **Kim to look into utilizing MailChimp to distribute.**
- Discussion surrounding opening a LinkedIn account for the WNY Section.
 - o **Kim to look into the tiered paid options.**
- Current Twitter account has minimal followers. This may be a good opportunity to deactivate and focus more attention on LinkedIn, Facebook, and Instagram.

c) Section Finances – Mike

- Key Bank Checking Account
 - o \$6,088.08 in account.
 - o Account still currently in Angela Keppel and Fred Frank's names. **Michael, Fred, and Rocky will be meeting with Key Bank to change.**
- WNY APA Awards Event
 - o Michael Krasner Scholarship
 - Budgeted proceeds: \$350
 - Collected proceeds: \$364 (\$121 50/50 Raffle; \$243 Gift Card Raffle)
 - + \$14 difference
 - o Admissions Revenue
 - Budgeted revenue: \$800
 - Collected revenue: \$975
 - + \$175 difference
 - o Event Expenses
 - Budgeted expenses: \$2,500
 - Actual expenses: \$2,092.53
 - - \$407.47 difference
 - o Overall budgeted event loss: \$1,700
 - o Overall actual event loss: \$1,175.53

d) Programs – Sarah

- Awards Event
 - o Survey Feedback
 - Overall Experience: 8/10
 - Length: 5/10
 - Quality of Food: 7.5/10
 - Number of Beverages: 4.5/10
 - Value: 6.5/10
 - o Overall, the event went well and was well attended.
 - o Some people had trouble with parking at the venue.

- Sarah to look into other venue options including Frost Brewing Company and AirBnB event spaces.
 - Applications for the awards were lacking (10 total).
 - Jon had to create a blurb summary for each award winner. May include this as a requirement of the application next year.
 - The Board should revisit the 10-page award application packet to see if there are areas that can be consolidated or better organized.
 - Grace DeSantis is to receive her award for the Michael Krasner Scholarship at the Rochester conference in October.
- Admiral Room Tour
 - Lunch and Learn to be scheduled for June 26th.
 - Approximately one hour in length and space for 10-20 people.
 - July/August Happy Hour Event
 - Discussion around potential Happy Hour at a Chandler Street Brewery in July/August.
 - Promotion Idea: "Happy Hour with the New Board".

e) Krasner Scholarship & Fundraising - Jen

- Krasner scholarship packet is ready for next year. **Board tasked to review and provide comments by June 21st.**
- **Kim to post on Section webpage in July, upon Board approval.**

f) Newsletter – Rocky

- **Rocky will draft a statement for the editorial board.**

g) UB News - Hiro

- Hiro Hata taught two studios in the 2018-2019 school year.
 - Phil Hooks worked with the studio and will be presenting at the WNY Walks! Walkability Summit at the Buffalo Grand Hotel on June 13th and 14th.
- Representatives from Michigan University will be visiting UB in September.
 - **Hiro to provide more details to the Board.**

h) Student Report - Tyler

- Student Mixer Day is planned for February or March 2020.

i) Professional Development Opportunities (PDO) – Kelly

- **Kelly is working on UB Lecture Series Certifications.**
 - She needs bios for each presenter and a description of the speeches in order to obtain CM credit certification.
- 7.5 CM credits obtained for the Niagara Falls Smart Growth Conference.
- 2 CM credits obtained for the WNY Walks! Walkability Summit.
- ULI WNY: UrbanPlan For Public Officials.
 - To be held at UB Hayes Hall on August 7th
 - 4 hours of local government training
- APAOH Webcast Series
 - Two upcoming events on June 21st and July 12th

- **Other Business**

- **Next Meeting: Friday, July 12 @ 6:00pm, Jonathan Bleuer's House!**

j) Meeting closed by Rocky at 1:54 pm.

Adjourn: Rocky

Respectfully Submitted,
Samantha Herberger