

APA NY Metro Chapter
 Executive Committee Meeting
 November 17, 2008
MINUTES



I. Procedural Duties

- A. Call to order at 6:12PM

II. Reports

A. President

- Branding for Metrochapter
 - After much discussion via email, the majority chose a color closer to the previous red: burnt brown
 - **Motion to accept the “burnt brown” logo color**
 - **Motion seconded and approved**
- Minutes from the previous meeting were accepted.

B. Long Island

- Suffolk Planning Federation conference had 170 participants
 - Next year due to budget cuts APA LI will be funding all or part
 - Again it will be in the 3rd or 4th week of October
- Conference on April 22nd at Stony Brook at Southampton.
 - 4 sessions
 - Agenda TBD
- Chapter Conference on Long Island issues should be held on LI, that way it would be underwritten by MetroChapter
 - Key note in Manhattan, mobile on LI
- Corporate sponsorship should have clearer wording on Section donations
- LI Section has started talking about applying for Chapter status with National

C. Administrator

- Advertising Rates Proposed
 - Quarter Page: \$500 or \$525
 - One Third Page: \$600 or \$625
 - Full Page: \$900 or \$925
 - Half Page: \$700 or \$725
- **Motion to Accept New Rates**
- **Motion Seconded and Approved**
- Possibility of Banner Options

Attending:

Ex Comm Members

Donald Burns
 Reyna Alorro
 Tina Lund
 David Berg
 Michael Marrella
 Michael Levine
 James Rausse
 Lisa Lau
 Julie Simon
 Sandra Rothbard
 Sean Almonte
 James Simmons
 Rachel Thieme

Other Attendees

Mary Findlen
 Matt Schwartz

Members Via Phone

David Berg

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- Incentives for choosing larger ads
- **Motion for Incentives**
- **Motion Seconded and Approved**
- Chapter growth charts are attached for review.

D. VP for Programs

- Corporate sponsorship brochure proof distributed
 - Final comments on corporate sponsorship and list of potential contributors due by Nov. 21

E. VP Committees

- Housing: will have a Public Housing and Foreclosures meetings in January
- Transportation: Dir. TP in New Haven hosted APA/ITE dinner
- Aviation: “Takeoff delayed” will meet in January
- Zoning
 - Zoning with DOB seminar
 - Issues coming out of discussions after crane collapse
 - Venue will be Center on Architecture Monday January 26th
 - Purpose is understanding, not criticism
 - “Applying for CM Credits” status
 - Coney Island presenting to Committee on Dec. 4
 - Will present again to full Chapter
 - **Request for someone to write an article on Special Districts**
 - **Request for list of committees’ agenda**

F. VP Professional Development

- CM site not up yet.
- Ethics CD-Rom Available
 - General agreement to buy for chapter and host seminars
- Websites providing free seminars to be monitored
- Policy for external group use of Chapter materials must be drafted for President and VP Programs review
- Pending CM credits must reapply for each webcast
- AICP exam window closed on Nov. 17
 - Study groups were self-organized
 - Outreach to begin in January for Spring session

G. Intergovernmental Affairs

- Federal Policy and Program Briefing

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- Key topics: Activism, Climate Change, Green, Transportation Infrastructure/Highway to Transit funding shift, Mortgage Relief/CBG under threat
- More optimistic and sympathetic than in previous years but no money for programs
- Working on Metroplanner article

H. Treasurer

- Paying bills, only one deposit of \$30 for a job posting
- Need simple version of budget

I. Young Planners and School Relations

- CD Resource Guide is still awaiting input from Long Island and Mid Hudson
- School Relations Committee had first meeting including enthusiastic 1st and 2nd year transition students
- Donald Burns noted thae NYC Zoning Tour given by NY Law Professor Rick Landman would possibly be a good tour for the APA/Young Planners

J. Housing

- Continuing Waterfront Tours
 - Arverne will happen
 - Randalls/Wards and Governor's Islands also possibilities
- Looking at Section 8 to shore up subsidized housing
- Donald Burns raised the possibility of an examination of market rate housing: who take units at these prices?

K. Student Representatives

- Thanks for including us in the meeting

Holiday Party on December 15, so no regular December meeting.

Future meetings for 2009:

January 12

February 9

March 16

April 20

May 18

Next meeting: January 12, 2009

Meeting Adjourned: 7:21 PM



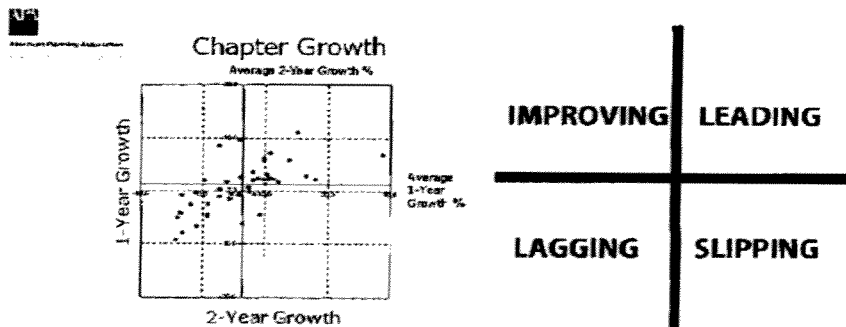
American Planning Association

Making Great Communities Happen

Date: October 14, 2008
To: APA Chapter Presidents
From: Mike Welch
 Director of Leadership and Component Services
Subject: Chapter Growth Charts September 30, 2008

Attached is a chart showing the rates of growth for all chapters, over the last 12 and 24 months. Each chapter is represented by a dot. Your chapter's dot is labeled. On this chart, the vertical blue line represents the average rate of growth (as a percentage of chapter membership) for all chapters over the last two years. The horizontal blue line is the average rate of growth over one year.

The purpose of sharing this information is to provide you some information about how fast your chapter has been growing in relation to others. At APA, an important element of our Growth Strategy is the analysis of membership trends. I hope you find this information useful.



The four quadrants of the chart, divided by the "average growth" lines, can be described as they are above. Chapters in the "Leading" quadrant have better than average growth over the last 2 years and over the last year, while those in the "Lagging" quadrant have lower than average growth over both periods.

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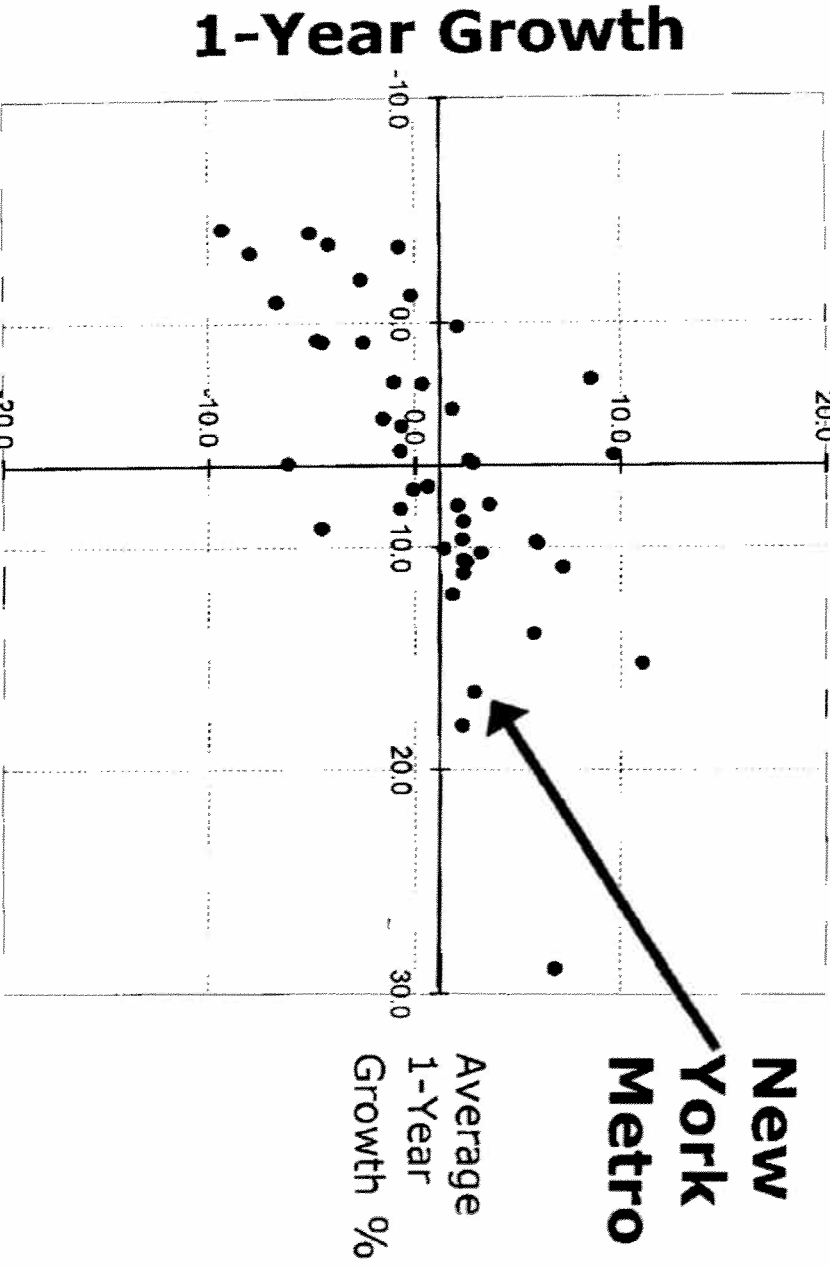
Robert B. Hunter, MPA, President
 American Planning Association
 W. Paul Farmer, MPA
 Executive Director & Chief Executive Officer



American Planning Association
Making Great Communities Happen

Chapter Growth

Average 2-Year Growth %



Minimum Chapter Performance Criteria

- 1. Each chapter shall prepare and maintain a long-range plan of development and submit same to APA staff and the CPC Executive Committee every five years.**
- 2. Mission Statement: Each chapter shall develop a mission statement, which defines the chapter's core function(s) or purpose(s) and submit to APA staff and the CPC Executive Committee.**
- 3. Annual Work Plan: Each chapter shall prepare a Chapter Work Plan, which identifies specific quantifiable goals for the coming year(s), based on the mission statement. The Chapter Work Plan shall not exceed a four year span. This Work Plan can be a listing of goals and objectives, much of which correspond to these criteria. The work plan is to be submitted to APA staff and the CPC Executive Committee.**
- 4. Each chapter must prepare and submit the financial report for the previous (or most recent) fiscal year to APA staff and the CPC Executive Committee annually. The report shall include the identification of all sources of income as well as expenditures.**
- 5. Bylaws: Chapter shall operate under a current set of bylaws. Chapters shall review their bylaws no less than once every four years and update as needed. These bylaws shall be sent to APA staff and the CPC Executive Committee.**
- 6. Each chapter must send its chapter president or proxy to at least one of the two leadership meetings held in any given calendar year.**
- 7. Each chapter must hold a business meeting annually in person or via electronic communications.**
- 8. At least three (3) times per year, each chapter shall publish and send to its members, the CPC Executive Committee and APA staff, a newsletter or comparable publication that focuses on current information and concerns relevant to its chapter. This publication may be in an electronic form.**
- 9. Chapter publications shall be identified with the full name of the chapter as "a Chapter of the American Planning Association," and with the uniform logotype of the Association.**
- 10. Each chapter shall provide and maintain a current list of all elected chapter officers to APA staff.**