



EXECUTIVE COMMITTEE MEETING MINUTES

Friday, March 20, 2009
Room 556, Bloustein School
2:00 PM

In Attendance: John Reiser, Vito Gallo, Rebecca Hersh, Maura McManimon Fennessy, Courtenay Mercer, Michele Alonso, Jeff Wilkerson, Amy Sarrinikolaou, Bob Cotter

Speakerphone: Zunilda Rodriguez, Eric Snyder, Louis Joyce, Andrew Levecchia

Absent: Carlos Rodriguez, Katie White, Katharine White, Debbie Lawlor, Chuck Latini, Bill Purdie, Debbie Lawlor, John Szabo, Eric Powers

Approval of agenda

Agenda of Mar 20, 2009
The agenda was approved.

Approval of minutes

Minutes of Feb 20, 2009
Alonso made a motion to approve the minutes, Hersh seconded; all were in favor. Snyder abstained.

Issue reports:

- 2009 APANJ Conference

Hersh indicated that she needs Co-Chairs to help with the conference planning. She wants to do fundraising for the conference. The following is really a brainstorm session for this year's conference:

For the Friday of the Conference – The Executive Committee was brainstorming about the activities to take place that day, specifically the awards session and lunch. Should we have the keynote at lunch instead of the awards session? A buffet rather than a served lunch? It would give some time in the beginning to eat, then listen to the keynote. The schedule would be rearranged to not have a keynote in the morning, and instead do a sandwich buffet and keynote during lunch.

The Executive Committee also discussed using the second floor or the basement for sessions. There can be as many as seven sessions held. This way we can do more sessions in the morning and less in the afternoon.

For the Thursday of the Conference- The Executive Committee discussed if the awards session should be moved to Thursday and held as a dinner? Maybe do hands-on workshops or design charettes before to keep people there for the awards dinner. 20 people at a charette would be the maximum.

Levine added that the NY Metro gets about 120 people at their awards session, and they do it as a separate session, not during their conference.

APA-NJ could offer a “free” dinner with the purchase of a 2-day ticket. The Chapter could maybe figure out how to make the dinner CM eligible - with presentations by the recipients of the awards. In this case, the awards would have to be limited to 4 or 5 project awards and 2 service awards.

Another possibility on Thursday was doing 3 workshops and ethics and law before the awards dinner. The scheduling of the workshops and awards dinner should only be 15 min or 30 min break maximum. 2:30 to 5:45 and then the dinner would start at 6, the lunch would be eliminated.

Fundraising for the conference- Mercer and Hersh would like to create a tiered system of sponsors - room sponsors, session sponsors, lunch sponsors, etc. and exhibitors. This will be a difficult task to get sponsors. Levine wants to make sure that we have the people interested in volunteering to help with advertising.

Levine added that six sponsors are not renewing their advertisers this time on the website. Maybe we could think about reducing the fees for advertisers. Also, another cost was the provision of internet for the sessions. We could think about going with an outside vendor for AV for all the rooms to reduce the costs.

This year’s conference is going to be much bigger than prior conferences. Hersh and Mercer need at least two more Co-Chairs to help, along with Levine.

There could be three options to register for the conference: 1) Friday (includes awards dinner), 2) Thursday only or 3) Thursday and Friday. Maybe we should offer a cash bar at the awards dinner?

Mercer added that this year’s conference should be an improvement from last year. If we continue to build in numbers and get the fundraising, next year we may hire an event planner to coordinate the event.

The Call for Sessions should get out soon. Hersh will work on it this weekend.

John Reiser reported that the Chapter is giving approximately \$60,850 (in conference registrations) to Rutgers.

It was suggested that we get more professors involved in the conference. Maybe Katie and Katharine, or Stuart Meck can work on getting interest from the Rutgers faculty. Gallo would be willing to coordinate.

Newsletter: Hersh is thinking of changing the format from pdf to just links on the website, and the sponsors would be incorporated in the articles.

- Diversity Committee presentation by Jeffrey Wilkerson

Wilkerson made a presentation to the Executive Committee proposing a Diversity Committee. He revised his original proposal. He hopes that this new committee would increase participation of underrepresented groups in the Chapter.

Gallo asked how the Chair would get appointed? The new bylaws state that the President should name the Chair with the consent of the Executive Committee. Under the old bylaws the members of the Diversity Committee cannot elect the chair.

At first, Latini was concerned that 4 of the 5 goals of the Diversity Committee had to do with professional development, which would fit under the PD Committee. But now, after Wilkerson revised the proposal, he was comfortable with it. Wilkerson made sure to tweak the goals so that it is not entirely for professional development.

Joyce said that every committee should be dealing with diversity. The PD Committee is entirely engulfed by CM and AICP/PP training.

Rodriguez' ad hoc committee is similar however focused just on young planners.

It was agreed that we need to figure out the Chapter's organizational structure to fit in this new committee. Wilkerson thinks that there is no focus on diversity now and he wants to bring it to the forefront. Especially with lack of participation of minority groups.

Joyce added that with the Conference coming up it presents a nice opportunity to advertise this diversity committee. He also wants us to look at all of our programs and why there is a lack of diversity. Mercer agrees, so how do we fix it? Wilkerson said that it would be a cross cutting committee, and to just add the diversity committee as a branch of the PD Committee would pigeon hole its purpose.

We need to reorganize our Executive Committee first - then see where the diversity committee would fit. Reiser suggested that there should be a chair for Outreach.

Reiser stated that we have no demographic information on our members. Gallo wants Levine to ask APA what our Chapter's complexion is?

Levine added that NY Metro has its own diversity committee. Wilkerson checked this committee out, and it has been almost defunct. Wilkerson would interested in making this committee to have long term effects, and getting projects on the committee to keep it going

- 2009 League of Municipalities Conference

The 2009 League of Municipalities Conference will take place November 16-18. Levine is beginning to arrange the APA-NJ booth and space. He needs volunteers.

Reiser asked if it is worth it to have a booth at the League's Conference. Mercer and Levine both said yes. Reiser thinks that the booth should be more structured or contain experts. Mercer says she has a concern that if we open up the booth to non-Executive Committee members, they may use it to self-advertise.

- APA Infrastructure Policy Forum

Mercer reported that they have a sample structure of the forum and looking at dates. APA-NJ would fund a working lunch, 3 concurrent invite-only panels on infrastructure, water supply and green/energy infrastructure. The Chapter would hand pick the people to attend to ask the expert panelists specific questions. After the 3 panels are complete we would allow an hour for the facilitators to organize the feedback, and then do a 2 hour panel presenting the feedback to the larger membership.

The outcome of the forum would be an inventory of where NJ is deficient in terms of infrastructure, and what policies could be put forth to get that infrastructure.

(Eric Snyder left)

Committee/Office reports:

President	Courtenay Mercer
Nothing to report.	

Secretary	Amy Sarrinikolaou
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Nothing to report.

Treasurer	John Reiser
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The Chapter's taxes will be done this weekend. The new website is almost done.

Sustainable Design Committee	Bill Purdie
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He is having a committee meeting march 21 or so.

Redevelopment Committee	Robert Cotter
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He had a meeting with NJ Future about the redevelopment handbook.

(Hersh left)

The League of Municipalities and ULI are both having a redevelopment conference. Bob would like to e-blast the ULI conference.

Transportation Committee (pending)	Raymond Tomczak
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He is trying to coordinate reps from NJTPA and NJDOT to come speak to the committee about the safe routes to school program, and the siting of schools in terms of safety and mobility.

The NJDOT Long Range Transportation Plan is available online for comment.

He would like publicity of his committee at the upcoming Transactions Conference in Atlantic City in May, maybe a full page advertisement in their publication.

Mercer wants to find out if they are considering the Chapter as a co-host. Ray should touch base with Latini before we purchase advertising space.

The State Plan will be out in April.

ITE is having a one day conference to discuss the smart transportation guide. Ray wants the Chapter to co sponsor or atleast find out how it can be CM eligible.

Young Planners Group Committee (pending)	Zunilda Rodriguez
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Her group met two weeks ago, and developed a 6-month strategic plan with different activities . They want to put together a facebook page. Reiser is concerned that facebook is blocked by workplaces. Maybe use linked in.. Mercer wants to be included, so that she can screen the information.

Rodriguez would like to put a newsletter article together, and coordinate some CM eligible activities. She would also like to do a networking event with NY Metro Chapter.

Her committee would like to be involved in the conference and do a panel session, and possibly do a young planner award.

Professional Development Officer	Chuck Latini
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Two webinars were held. 20 or so registered. Thank you to Joyce and Eric who hosted these events. Alonso's and Levecchia's events are coming up April 15 at NJTPA and Camden College. The law webinar will be held in June by Maura. Alonso already has 26 signed up for her transit oriented development webinar.

Second Professional Development Officer (Acting)	Amy Sarrinikolaou
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There will be no PP Exam Review course for the May 09 exam.

Chapter Administrator	Michael Levine
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Our Chapter membership numbers are stable. We are 50 down from what we were a year ago. There has been a consistent 50 person drop every year. Reiser stated that we should ask APA for quarterly reports to get a better sense where the fluctuation is occurring. Our webmaster did an analysis. The overwhelming majority is going to the classifieds for job searching.

Mercer said the applications to go to Bloustein are way up.

Election Committee – The following Executive Committee positions are up this year:

- Carlos Rodrigues is leaving. The Past President position will not be filled.
- President-Elect
- First Vice President
- Secretary
- Treasurer

Area Representative: Central	Maura McManimon Fennessy
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The Sourlands Council is interested in putting together an event.

Area Representative: Southern Shore	Louis Joyce
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He reported that the webinar was a success. It was one of the first southern shore event. He would like to do a fall walking tour of Cape May and historic preservation, and another event in Salem County on the green sustainable industrial park.

He suggested for next year that we try and get an organization to sponsor these webinars.

Area Representative: Northeast	Michele Alonso
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Nothing to report.

Area Representative: Southern Area	Andrew Levecchia
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He has about 10 signed up for his webinar. He pointed out some meeting conflict with the CPA.. Mercer suggested that we think about moving our meetings to a different Friday so not to conflict with CPA. This will go on the top of our agenda next month.

Adjourn; all in favor.