



American Planning Association
New Jersey Chapter

Making Great Communities Happen

MEETING MINUTES

American Planning Association-New Jersey Chapter
Executive Committee Meeting
Friday, March 14, 2008
Room 556, Bloustein School
2:00 PM

In Attendance: Rebecca Hersh, Debbie Lawlor, Linda Wills, Louis Joyce, Courtenay Mercer, Mike Levine, Vito Gallo, Amy Sarrinikolaou, Michael Powell

Attending via speakerphone: Maura McManimon Fennessy, Eric Snyder

Absent: Carlos Rodrigues, Jeff Perlman, Angela Clerico, Robert Cotter, Tara Paxton, Chuck Latini, John Reiser, Katie White, Carrie McCarthy

Approval of March 14, 2008 agenda

Motion to approve the agenda; all in favor. Courtenay Mercer abstained.

Approval of February 15, 2008 minutes

Motion to approve the agenda; all in favor.

Courtenay Mercer would like to first welcome and congratulate Louis Joyce as the new area representative for the Southern Shore Region.

Issue Reports:

- Harrison Event and "Cool New Jersey"

Linda Wills reported the following:

On May 16, 2008, the same day as the APANJ Executive Committee meeting, Linda will be conducting a mobile workshop in the town of Harrison. The Mobile workshop will consist of a walking/bus tour, and start at 1 PM to about 2 PM. The group will come back to the Harrison municipal building for a panel discussion. The panel will consist of people who have expertise in brownfield development and the individual Harrison projects. The panel discussion will go until 4 PM. The APANJ Executive Committee meeting will be held before the Mobile Workshop, however the time and location is still yet TBD.

Linda will do a brief write-up about the workshop for the APANJ website, and get it to Mike Levine to be posted.

Linda had a question as to how people can register for the mobile workshop. Maura will provide Linda information as to how registration worked for the Asbury walking tour.

Linda continued and explained that there is the potential for two buses, and space in the council chambers to accommodate the panel discussion and over 60 people. Hudson County



Brownfields Stakeholders are expected to attend the mobile workshop. This event will be free. Food and drink may be provided. The mobile workshop may present the opportunity for a fundraiser to sell water bottles with the APANJ logo.

Linda continued her issue report touching on another topic entitled "COOL NEW JERSEY." The main objective of Cool New Jersey is to curb greenhouse emissions, and help cities and municipalities push for new regulations with that objective. As Sierra Club and Stockton College are already working towards a similar initiative, Linda thought maybe APANJ could join these groups to help with this initiative, and/or the Edward J. Bloustein School of Planning and Public Policy-Rutgers. Linda suggested that we should encourage our chapter members to sign a climate protection agreement. Linda would model the agreement. We could ask planners to reach out to towns to further the steps listed in the Post Carbon Cities guidebook. The bottom line is to increase participation at the local level in terms of climate protection. Linda suggested maybe we could advertise the Cool New Jersey Initiative on the APANJ website with associated weblinks, discussion forum(s), and/or training opportunities.

Courtenay Mercer suggested that this initiative should be done in conjunction with the Sustainable Design Committee (SDC)

Vito Gallo suggested that we need a "buy in" from our constituency to advance this idea, possibly through an email blast to say that the NJ Chapter is considering this idea. Vito continued and thought that APANJ should first reach out and try and get an affirmative response from our Chapter's membership before any advertisement on the chapter website. Vito suggested that a new committee could be created to work on this core concept. Debbie Lawlor and Courtenay reminded Vito that the SDC would really be the best place to start this concept and the "buy in" is already there. Louis Joyce concurred. Debbie Lawlor will discuss the Cool New Jersey initiative with Angela Clerico, Chair of the SDC.

- Urban Planning Film Invitation: THE UNFORESEEN

Mike Levine reported the following.

Carlos Rodrigues recommended that the Chapter consider hosting a viewing of the film, The Unforeseen. Mike contacted the promoter to discuss this idea. Linda Wills mentioned that she would be able to facilitate a viewing at the Meadowlands. Mike continued and indicated that the fee for the DVD for a non profit is \$500 per showing, but the promoter is willing to negotiation. The film will not come out on DVD for public viewing until 2009. The initial reaction of the Chapter of the fee is that it is a bit expensive.

Mike offered that he could call back and say that the Chapter can afford the \$500 fee for each of our six regions, and that \$500 per showing is too expensive. Mike mentioned maybe we could ask for a voluntary contribution from the members prior to the viewing.

Obviously no CM credit would be available for the movie.



Maura offered to manage a showing in her region and then maybe that would be sufficient for the North, South and Central regions, cutting the viewings down to 3 from 6. Rowan or Rutgers/Camden, Rutgers/New Brunswick, Meadowlands are all potential locations.

Mike suggested that at the time of the email blast a link should be provided to the Movie Trailer.

As Mike will contact the promoter for follow up discussion, a decision regarding potential viewing will be delayed until the April Executive Committee Meeting.

- New Southern Area Rep position title

The President reminded the committee that the bylaws will have to be amended to include the new southern area representative position. After much discussion, it was decided to label the area representative covering Atlantic, Cape May, Cumberland, and Salem Counties as the "Southern Shore Representative".

There is no name change to the area representative title covering Ocean, Burlington, Camden, and Gloucester Counties.

Also, in amending the bylaws to add the new southern area representative position, we should change the title of the SDC to a broader title, and also to add a second Professional Development Officer (PDO).

- Elimination of New Jersey Department of Agriculture (NJDA)

Courtenay Mercer reported the following:

Courtenay received a call from Susan Craft regarding the elimination of NJDA. Susan asked if APANJ could do a letter writing campaign. Mercer would head this effort up.

Vito sees that NJDA has been really aggressive to farmers markets and getting local food into schools and prisons. Louis Joyce concurs.

Mercer will draft an article and send it around for member's review. Vito so moved. State employees abstained, Rest in favor, Louis Joyce abstained.

- APANJ Pre-Conference Tour

Courtenay Mercer reported the following:

Mercer would like to conduct a walking tour of New Brunswick on the first day of the APANJ Conference. It would start at noon or 1 PM and then would build into the evening session(s). The fee charged would be approximately \$25 for the walking tour. Maybe we could reach out to DevCo to help with the tour. Maura volunteered to organize the New Brunswick walking tour in place of doing a tour of Trenton.

Maura indicated that the Director of Planning for Rahway, Lenore Slothower, reached out to her to do a walking tour. Maura is open to facilitate a second tour in Rahway later in the year.



Ms. Slothower indicated to Maura that she is definitely interested in a Rahway tour, even if they have to wait until next Spring.

Up to this time, the Potential Schedule of Walking Tours for 2008-09 is:

-November 6: Maura will conduct the New Brunswick tour before the APANJ Conference sessions. The tour could include discussions of non profit involvement, arts council, CDC, charitable organizations in the redevelopment of the City.

-Spring 2009: Rahway tour. The leader is still yet TBD. The Rahway Director of Planning, Mayor, and potential developer could be included.

-Then a rural walking tour to follow.

- NJPP Response Letter

Mercer reported that the Board of Professional Planners responded to the APANJ letter. Chuck Latini and Mercer will attend the April NJPP meeting to follow up.

Committee/Office Reports:

President's Report

Courtenay Mercer

Phil Caton made the fellowship AICP. Debbie will prepare a congratulatory note for Phil in the Spring newsletter for making the FAICP

Mercer and Latini received email to now have an additional person to register CM credits. Mike Levine will act as the additional person to register CM credits. There is a need for a second PDO to split responsibilities between the AICP/PP training and CM crediting. Chuck wants to be responsible for the CM crediting. Possibly Brent Barnes may want to head up the AICP/PP training as the second PDO.

It was confirmed that Rebecca will Chair the Conference Committee.

Jeff Perlman will lead up the Annual Report, which will be distributed at the time of the APANJ Conference and at the League of Municipalities. The annual report will include region representative summaries, and membership statistics. Jeff will prepare a draft format for the report. The timing is crucial. The report would have to be finalized by SEPT 1, with a final deadline of OCT 27 for distribution during the conference.

First Vice President

Deborah Lawlor

Debbie is reporting for Angela Clerico. The SDC is meeting March 20th – which has several sub committees. This will be her first meeting that she is taking over.

The League of Municipalities is heading an initiative entitled the Green Future Roadmap. As the SDC Chair, Angela was asked to head up one of several task forces. The main goal of the



initiative is to assist municipalities to incorporate green and sustainable methods into their local planning efforts.

Secretary's Report
Nothing to report.

Amy Sarrinikolaou

Legislative Committee Report
Nothing to report.

Michael Powell

Housing Committee Report

Vito Gallo

The Housing Committee will be meeting via telephone conference to discuss the Roberts Housing Package, the issue of eliminating Regional Contribution Agreements (RCAs), and the potential funding of a \$20 million set aside to establish a rehabilitation fund in place of RCAs. The bill number will be A500.

There is second bill regarding Foreclosures and would set up a housing preservation trust fund, which would be funded by impact fees. This would provide lenders a disincentive to foreclose. The fees would fund housing counseling. Alan Mallach crafted the bill. NJ Citizen supports this bill.

Maura indicated that HMFA is working with the housing counseling organizations to step up efforts and provide resources in the Region and working closely with Sen. Rice.

Vito continued that the COAH regulations are still in comment rulemaking phase. June 2 is the date of publication. The COAH forum was highlighted in the Center for Government Services (CGS) newsletter.

Commissioner Doria created an Affordable Housing Task Force. There is accusation that Doria stacked the Task Force in the favor of developers, and the environmental groups are upset. There are 5 to 6 subcommittees of the Task Force in which Carlos, Maura and Vito are on. Vito senses that it will be important that a broad consensus be achieved that balances the needs of affordable housing with environmental preservation.

Vito continued that we should really be starting to think about the APANJ Conference Sessions, and should give housing a prominent role at the conference. The members indicated that at the conference there should be a focus on the production of housing, rather than the regulations.

Chapter Administrator Report

Michael Levine

Mike drafted a tentative version of the conference calendar. We really need to start by May 1. It should be our goal to send out the call for sessions. Chuck already drafted what he needs to say with CM credits. Rebecca Hersh is going to put together a template of how to create a submission. She will work with Chuck. By JUNE 15 the session proposals should be



due. By the end of July the Program is closed. The Preliminary Program should be sent to print and mailed out by August 14 along with a email blast.

Mike noted that this schedule is 3.5 weeks earlier than last year. Vito reached out to Stuart Meck to get Rutgers coordination for the conference.

After Labor Day, several broadcast emails will be sent. The final program is due OCT 27 in order to get to the printer on time.

CALL FOR AWARDS should be done simultaneously with Call for Sessions – This is a separate schedule, and is the President’s responsibility. We may do fewer categories. Mercer will cull the list of awards.

Mike will send this tentative calendar and call for sessions to the entire committee.

We will do the Election digitally. We need to appoint a committee to make the questions for the Election. The terms of the Second Vice President and the area representatives are up for expiration.

Mike needs authorization from the Committee for the following expenses. It will cost \$1,000 potentially to equip/rent the space for the Booth at the League of Municipalities Conference, and the APA Conference in Las Vegas. The total cost to repair the Booth is still yet TBD. Mike researched into the warranty of the Booth. Under the warranty, the lighting would be replaced for free. Mike asked for authorization from the committee for \$1,000 for the rental of the booth space, and whatever it takes to fix the booth, and the hotel room (up to \$600) Vito moves, Eric Snyder seconds, all in favor.

Mike reminds everyone that we are not sending the newsletter in the mail anymore, and as a result we are saving \$12,000 per year doing it this way. We left \$500 in the budget for people who would like hard copies of the newsletter. The color newsletter will cost \$300 for 24 copies. For 24 copies and \$100, the front of the newsletter could be color and black and white on the inside. We may want to increase the budget to \$600 to do special color copies for the League.

Bulletin Editor’s Report

Rebecca Hersh

Rebecca is trying to finalize the Winter newsletter this weekend.

Area Representatives

Linda Wills

Left at 3:15 PM.

Eric Snyder

Nothing to report.

Maura McManimon Fennessy

Nothing to report.



Louis Joyce

Nothing to report.

Adjourn; all in favor.

Respectfully submitted: Amy Sarrinikolaou