



American Planning Association  
**New Jersey Chapter**

*Making Great Communities Happen*

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**EXECUTIVE COMMITTEE MEETING**

Friday, August 13, 2010 2:00 PM

Bloustein School, Room 556

33 Livingston Avenue, New Brunswick, New Jersey

**In Attendance:**

Courtenay Mercer	Charles Latini	Mirah Becker	Rebecca Hersh
Brandy Forbes (T)	Lorissa Whitaker	Karl Hartkopf	Tom Schulze
Amy Sarrinikolaou (T)	Michele Alonso (T)	Eric Snyder	Louis Joyce (T)
Maura McManimon Fennessy	Stuart Meck (T)	Garrett Hincken	Sheena Collum

**Absent:**

Bonnie Flynn                      Andrew Levecchia

**Approval of minutes**

Minutes of June 11, 2010 meeting

**Motion to approve: Rebecca                      Second: Lorissa**

**Issue reports:**

**FY2011 Budget**

President Mercer led a discussion about the FY2011 Fiscal Year budget, which is based on actual costs within the 2010 budget.

**Motion to approve: Eric Snyder                      Second: Garrett Hincken**

**APA-NJ Development Plan**

As per the bylaws, the ExComm agreed to post the Chapter Development Plan to the website for member review.

**Committee/Office reports:**

Courtenay reported that the NJPO would be providing CM at the NJLM Conference with 8 sessions total for a flat rate of \$35.00. Courtenay welcomed Sheena Collum, the new Executive Director.

Mirah reported that that the Housing Committee has been very involved in developing alternatives and critiquing the S1 Bill. The Transportation Committee will be meeting at the end of July and will meet every other month. The Redevelopment Committee is having their Light Rail Tour Friday, August 20<sup>th</sup> from 12-3pm. Additionally, there was a discussion about having a "Policy Conference" in the Spring. Mirah proposed having experts from different fields come together to discuss advocacy planning and opening it up to the membership for input on what they would like to see/learn more about.

Rebecca reported that a letter to the Governor and Lieutenant Governor was sent regarding the new Office of Planning Advocacy.

Lorissa reported that the Conference Committee received 47 submissions for the conference. The committee has selected 4 Thursday workshops and 19 sessions for Friday and is looking into another ethics session. Additionally, the committee is considering Jeff Speck as the Keynote Speaker. He is the author of "The Smart Growth Manual."

Karl reported that the organization is going back to QuickBooks and should not deviate from this in the future. He advised that taxes from previous years have been mailed out.

Tom reported that a lot is happening with respect to CM opportunities including a tour of the Beacon Condominium, a tour of Hoboken and a tour of Salem. The Asbury Park walking tour was a big success.

Lou discussed the Salem walking tour in depth. The tour will consist of a tour of Main Street, the courthouse and a presentation on the sale of the brownfields development area.

Garrett reported that students are now receiving weekly emails from APA-NJ.

Brandy reported that Chris Brown has been wonderful and that the tour in Hoboken was very successful (co-sponsored with NY Metro Young Planners Group). The YPG is doing a session at the conference about navigating careers in a down economy. The ECDC is looking forward to their fall networking social.

Sheena reported that APA-NJ is now using a new system, Constant Contact, for weekly email blasts and now has a tracking system for opens/clicks. She is currently redoing the APA-NJ website internally and estimates that it will take about a month to go live with it. Sheena is currently working on designing a conference logo and working with the committee to consolidate conference materials to a single program. She also suggested the ExComm consider a golf tournament in the Spring as a fundraiser for the organization. She added that, with respect to the Chapter Development Plan, she can assist with implementation in any area that needs more resources.

**Meeting was adjourned at 4pm.**

Respectfully submitted:  
Jacob A. Bogitsh, Intern