



## *Long Island Section of the*

American Planning Association  
**New York Metro Chapter**

*Making Great Communities Happen*

### **Steering Committee Monthly Meeting Minutes Thursday, January 8, 2015, 4:00-5:00 PM-Nassau County**

#### Meeting Participants

Officers: Sean Sallie- Director, Ann Fangmann-Secretary, Kathy Eiseman-Treasurer, Denise Harrington Grattan-Professional Development Officer

Steering Committee: Patricia Bourne, Emily Humes, Janice Jijina, Aryeh Lemberger, Megan Porter, Wes Sternberg, David Viana *By Phone*: David Berg, David Sabatino, Elissa Ward, Marwa Fawaz, Max Sokol, Ray Kenny

#### **1. Opening Comments**

- Sean Sallie opened the meeting and thanked Ela Dokonal for her past service as Director of the Section.

#### **2. Organization, Communications and Outreach**

- Interest in creating new Communications Officer position
  - The Officers of the Section updated Sean on how public outreach (website updates, email blasts, contact lists, etc.) and inter-Section communications have been operating the last couple of years. There was a discussion of including social media pages, such as Facebook and Linked In in Section outreach moving forward. The pros and cons of each were debated and there was a consensus that if we moved forward with social media sites that a committee of people would need to review and approve content. Given all of the communication actions needed for the Section, the Steering Committee agreed that upon further discussion, the Section may form a Communications Subcommittee to share responsibilities. Sean Sallie, Ann Fangmann, Kathy Eiseman, Wes Sternberg, and Aryeh Lemberger volunteered to be members of the Subcommittee, if formed. As Secretary of the Section, Ann Fangmann stated that she will continue to draft meeting minutes, send out the iContact email blasts, and add members to the mailing list upon request. It was also agreed that event announcements/sponsorship requests would be produced and updated by those primarily involved with planning the event, including the Section's Officers.
- Considerer migrating from iContact to Constant Contact

- The Steering Committee discussed the benefits of migrating from IContact to Constant Contact when we are up for renewal this September. Kathy Eiseman noted that there are annual fees associated with both media platforms. Ann Fangmann noted that IContact has a lot of “bugs” especially when linking content from the Section’s website and that the migration may be a good opportunity for someone from the Communication Subcommittee to update the Section’s contact lists.
- Updated LI Section member list from APA Metro Chapter
  - The Section received a list from the Chapter we will have to cross reference with our current lists. There was a brief discussion on the new Chapter only membership option. Sean Sallie mentioned that the Chapter will be updating its website and that it may integrate better with the Section’s website in the near future.
- Outreach to Non-APA Planners on LI
  - Chapter only membership may be a good option for these planners. Ann Fangmann mentioned that any planner that requests to be added to the IContact mailing list is added, barring spam.

### **3. Steering Committee and Regular Meetings**

- Monthly meetings
  - A monthly meeting calendar will be developed by Sean Sallie based on input from the Section via a poll.
- Dates/Locations/Time
  - It was agreed that it is important for the monthly meetings to be balanced between Nassau and Suffolk Counties, with occasional meetings on the East End. Adequate conference call capabilities should always be a consideration. There was a consensus to avoid Mondays and Fridays in general. The Section may also host up to two brown bag lunch meetings a year (Spring and Fall).
- Expand invitation to entire LI Section membership
- Governance and Attendance
  - Starting in 2015, Steering Committee attendance at meetings will be tracked (no distinction between in-person and on-phone). The Section will establish a minimum attendance percentage required to vote on action items (percentage to be further discussed). Officers of the Section may vote separately on financial issues (to be determined).
- Record keeping/ Repository
  - Meeting minutes will be prepared by the Secretary and then sent to the Officers for comment before distribution to the Steering Committee. Finalized minutes will be posted on the Section’s website. Treasurer reports are also prepared for review by the Officers and distribution to the Steering Committee, as required.

#### **4. Arthur Kunz Scholarship Application Review Committee and Breakfast**

- Application Deadline Extended to February 6<sup>th</sup>
  - Extension notice was forwarded to Chapter and Max Sokol will get the extension announcement distributed to the Chapter's Young Planners Group. The website has been updated and the email blast will be sent out tomorrow.
- Solicit selection committee participants
  - Max Sokol, Rich Murdocco (expressed interest previously), Kathy Eiseman, Sean Sallie, David Berg, Janice Jijina, and Wes Sternberg volunteered to be on the selection committee.
- Ideas for Breakfast format and content
  - There was a discussion of past Breakfast themes, speakers, and format. There was a consensus that panels have worked well in previous years. Patti Bourne and Kathy Eiseman volunteered to put together ideas for topics for the Breakfast and other events moving forward to be sent out as a survey to the Section mailing list at large. Sean Sallie will reach out to Molloy in order to secure the Molloy Farmingdale location that has worked well for past Breakfasts. We may look into an alternative caterer or have Steering Committee members bring food stuffs to the Breakfast this year.
- 2015 APA National conference- Seattle, WA, April 18-21
  - Friday May 8<sup>th</sup> and Friday May 15<sup>th</sup> were identified as potential dates for the Breakfast, giving the scholarship winners time to prepare presentations after returning from the conference.

#### **5. Walking Tours and other PD Events/CM Credit Offerings**

- There has been strong interest for additional walking tours during the warmer months, with Port Jefferson, Riverhead, Baldwin, and Rockville Centre as potential locations. Partnering with community leaders in Wyandanch for a tour/presentation is another option. There may also be a walking tour planned on the East End in conjunction with East End Conference, maybe as a mobile workshop. Denise Harrington mentioned that we should emphasize the involvement of AICP planners in the planning of the walking tours in our requests for CM credits through National.

#### **6. New Initiatives and Goals for 2015**

- The Section will begin to propose ideas/tours/sessions for the upcoming 2017 APA National Conference in NYC. As part of the survey developed to solicit ideas for topics and events from the greater Section, we may also ask for members to provide where they work on Long Island. There was a discussion of coordinating with Hofstra University on a Nassau County conference to be held this year, with endorsement from the Section. Sean Sallie also expressed that he would like to reach out to more environmental groups, organizations, and non-profits for partnership and volunteerism opportunities. Finally, there was a discussion of partnering with Hofstra University and Touro Law School's land use department for future events and trainings.

**The next meeting of the Section's Steering Committee is scheduled for February 10<sup>th</sup> at 4-5pm, location TBD.**

