



American Planning Association
Massachusetts Chapter
Making Great Communities Happen

APA-MA Board Meeting Minutes
Friday, November 16, 2007
Burlington Town Hall Annex – Burlington, MA

Past and Future Board Members Present: Steve Sadwick, Chris Kluchman, Simon van Leeuwen, Bob Mitchell, Tony Fields, Mary McCrann, Sean Bender, Jef Fasser, Glenn Garber, Kathy Joubert, Felipe Schwarz, Chris Skelly, Steve Costello, Jenny Raitt, Thomas Bott, Iram Farooq

Board Consultants: Austin Lauria

The November 16, 2007 meeting was held at the Burlington Town Hall Annex in Burlington, MA.

Welcome and Introductions

Mr. Sadwick welcomed all attendees to the chapter board meeting.

Smart Growth Conference

There was a discussion regarding registration for the Smart Growth Conference on December 7, 2007 at the DCU Center in Worcester, MA. Mr. Sadwick stated that help may be needed at the registration table and that the deadline for registering was November 30, 2007. Mr. Skelly noted that it would be approximately \$1,800-\$2,000 for him to work on the conference registration details. Mr. Mitchell provided copies of the conference program. Mr. Sadwick noted that a schedule was needed for covering the MA-APA booth and Ms. McCrann volunteered to send out a schedule with time slots so that board members can sign up. Mr. Bender volunteered to provide Mr. Skelly with chapter brochures to hand out at the exhibitor booth. Mr. Skelly, Ms. Kluchman, Mr. Sadwick and Mr. Lowitt will be working registration.

LEED ND Workshop

On January 11, 2008, a LEED ND Workshop will be held at the Federal Reserve Bank in Boston, MA. MA-APA is working with CNU New England and handling the registration for this event. Ms. Farooq noted that there seems to be a lot of student interest and it may be good to hold a smaller version of this event at some point. Mr. Lowitt will be working

on the CM Provider documentation. Mr. Schwarz will contact about adding AICP. It was noted that space may be an issue at this location.

Affiliations

Mr. Sadwick noted that MA-APA has been trying to affiliate with the MA Federation and that this is still being pursued with the assistance of Karen Cullen in Spencer. Mr. Garber volunteered to help secure this affiliation.

January Retreat

Mr. Sadwick noted that MA APA typically has a day long winter retreat. Last year the retreat was held at Wentworth. A January retreat program will be put together and Wentworth will again be the venue, stay tuned for details.

Website Project Assessment

Mr. Bender reviewed the MA-APA Project Assessment that detailed where the website is at currently and how should the chapter move forward in the future. Mr. Bender noted that he and his staff enjoyed meeting and conversing with all of the Board members. Responsibilities need to be discussed regarding who updates the website, like the job advertisements for example. There was a discussion on what to charge for fees regarding different aspects of the website. Mr. Schwarz noted that fees should be centered around the cost of credit card processing, plus a small additional fee. Mr. Bender stated that a fee structure may not be necessary any longer for job advertisements. Mr. Kluchman stated that for now, she would support dropping the fees. Mr. Farooq noted that we should advertise how much more visible advertisements are now that there is an online newsletter.

Ms. Kluchman moved to remove the fee for job postings and to designate Mr. Skelly as the lead job advertisement approver. Mr. Schwarz seconded the motion. Motion passed.

Mr. Lauria stated that there is a similar situation regarding the posting of RFPs, who approves them? Mr. Skelly was designated as the person to review RFPs. Mr. Lauria clarified that he has solved the issues of members logging in to the website and that additional website changes are necessary. The PDF printable chapter newsletter is available.

Mr. Bender stated that the information on the static web pages needs to be updated and that he and his staff need content. Specific people need to be charged with updating specific website items. Mr. Costello will update the MAPD page, Mr. Rousseau will update the AICP page, Mr. Schwarz will update the Consultants page and Ms. McCrann will contact the student representatives and ask them to provide content. Mr. Schwarz stated we need to have a constantly updated list of CM credit events available online. Ms. Farooq suggested that we add more information about the different committees and what they are doing. Mr. Lauria will field all blog requests. Mr. Bender recommended spending a day with Mr. Skelly to discuss his role regarding the website. Mr. Lauria wanted to identify a person who is responsible for credit card processing and customer

service. Mr. Lauria stated the need to better integrate PayPal into the MA APA site, the need to further secure the site and look into security and privacy.

Holiday Luncheon & Other MAPD Business

Mr. Costello stated that he would send out an announcement regarding the holiday luncheon via the list serve. The luncheon will be held in Lawrence, MA at Salvatores in the Riverwalk complex. Mr. Sadwick noted that MAPD members are free. Mr. Costello also informed the board members that the MAPD conference will be held on June 5th and 6th, 2008 at the Clarion Hotel in Northampton, MA. He noted that the 2007 golf tournament was successful and that \$2,300 was raised. Mr. Costello would like a committee pulled together regarding outreach and to clarify what the end result of the golf tournament should be and what the money should be used for.

Mr. Sadwick noted that a motion was needed to sponsor the Planning/Public Health event at the cost of \$250. Ms. Kluchman so moved. Mr. Garber asked if the discussion would include sidewalks in addition to septic and connectivity. Mr. Costello stated it would be how to make communities more safe, healthy and livable with a focus on battling obesity. Mr. Mitchell seconded the motion. Motion passed.

Mr. Costello, Mr. Skelly and Mr. Garber all left the meeting.

SNEAPA Conference Close-Out

Mr. Schwarz reported that the conference close-out is still being conducted and that outstanding purchase orders will go to the regional representatives for follow up.

FAICP Nominations

Mr. Sadwick noted that three FAICP applications were received, one for Mr. Wayne Fiden, Mr. Frank Brazier and Mr. Ron Fleming. Mr. Peter Lowitt was nominated as well.

Reports

Ms. Kluchman noted that the Treasurers Report is as follows: in August, a CD was created for holding purposes. The conference account is strong and a profit is anticipated. Preparations are under way for the Smart Growth conference and that \$5,000 is received quarterly from national. CPTC has about \$50,000. Mr. Fields noted that the Legislative Report is as follows: there was a hearing on CPA II and the Healthy Breathing Act. He stated that over 250 bills are being monitored. Mr. Sadwick stated that at the CPA II hearing in October, he thought that the chair was more sympathetic. The Zoning Reform Task Force is being looked to for recommendations regarding the homebuilders opinions. A position may need to be prepared if 40B is on the ballot. Ms. Kluchman stated that over \$8,000 has been paid to Mr. Skelly for his services. Mr. Sadwick noted that there was not a discussion regarding the CM Committee proposal. Board members should review the documents handed out by Mr. Sadwick and email him their comments. Ms. Joubert noted that she attended the Bialecki regional forum and that there was a good dialogue. Mr. Sadwick stated that the Karen B. Smith Chapter awards are due mid-December and that Mr. Lowitt was working on this.

Approval of October 12, 2007 Minutes

Mr. Bender made a motion to accept the October 2007 meeting minutes. Mr. Mitchell seconded the motion. Motion passed.

Next Meeting

The next Board meeting was not determined. Location and time to be confirmed.