

MINUTES

NNECAPA Executive Committee Retreat AMC Highland Center at Crawford Notch, NH Friday March, 26 – Saturday, March 27, 2010

I. Introductions

Present were Ben Frost, Peg Elmer, Nate Miller, Rebecca Schaffner, Sandrine Thibault, Julie LaBranche, Sharon Murray, Polly McMurtry, Tara Bamford, Anna Breinich, Carl Eppich, and Bob Mitchell (Facilitator).

II. Strategic Plan Update

Following introductions and a team building exercise, the Executive Committee conducted a section-by-section review of the 2006-2011 NNECAPA Strategic Plan. The goal of the review was to build Executive Committee consensus on an update framework for the 2011-2016 NNECAPA Strategic Plan. The Executive Committee reached consensus on the following Strategic Plan updates:

General:

- Incorporate lettering/numbering for all activities and tasks

Introduction

- Note that the three states have active state associations and that NNECAPA works in partnership with the state associations
- Update the dates that the plan covers
- Update the logo at the top of the plan
- Update the chapter, division, and membership numbers
- Place the four major themes in the second paragraph in bullets with each theme's respective goals underneath

Mission Statement

- Change “cross-fertilization of ideas” to “free exchange of ideas”
- Change “conserve and promote the standards” to “improve and promote the standards”
- Change “in the affairs of the Association” to “in the activities of the American Planning Association”
- Capitalize “Northern” in the 4th line
- Insert comma after “New Hampshire”

Membership Services

- Change the name of the section to “Member Communications”
- Eliminate the second task under NNECAPA Website and replace with wording related to the website update (e.g. making it easier to upload and manage content)

- Swap public and members clauses in description of NNECAPA Website activity
- Insert new task under NNECAPA Website to clarify job posting policies
- Change pertinent section of NNECAPA Website description to read “chapter activities, job postings, and services”
- Insert new task under NNECAPA ListServe with the wording “Promote active utilization of the NNECAPA ListServe”
- Insert new activity “Chapter Communication List” with pertinent description/tasks
- Insert new activity “Social Media Outreach” with pertinent description/tasks

Professional Development

- Insert new activity “CM Session Certification Assistance” with the following description: “The Chapter will willingly be an active participant in sponsoring any CM qualified session sponsored by any of the three state associations so long as such participation is not *ex post facto*.”
- Insert new task under CM Session Certification Assistance activity with the following wording: “Conduct outreach to state organizations and other organizations with the details of CM Session Certification Assistance, including NNECAPA involvement prerequisite.”
- Incorporate references to advanced specialty certifications throughout the Professional Development Section, as appropriate
- Change CPDP references to CM
- Insert new goal: “Provide information and assistance to professional planners applying for advanced specialty certifications.”
- Delete the Professional Development Workshops activity
- Insert new task for Regional Planning Conference activity: “Conduct periodic outreach to neighboring chapters...”
- Change “semi-annual” to “periodic” in the description of the Regional Planning Conference activity.

Advocacy and Outreach

- Insert new goal: “Outreach to Students in multiple disciplines...”
- Insert new activity: “Planning Student Support”
- Insert new task under Planning Student Support activity: “Develop a process to financially support students with attending training/educational sessions at the Chapter or National level.”
- Insert new task under Planning Student Support activity: “Develop targeted outreach strategies for students studying planning or related fields at colleges and universities within Maine, New Hampshire, and Vermont.”
- Reword Allied Professions task to read: “Maintain contact list via state associations.”
- Delete Allied Professions task: “Create outreach strategy for chapter.”
- Insert new task under State Congressional Delegations activity: “Maintain list of staff contacts.”
- Delete “State Legislatures” activity

Chapter Administration

- Delete Executive Committee Meetings task: “Revise bylaws to accommodate email voting.”

- Insert new task under Executive Committee Meetings activity: “Consider a policy allowing Executive Committee members to vote by electronic mail.”
- Insert new task under Executive Committee Meetings activity: “Create an annual timeline of key chapter deadlines/events.”
- Insert new task under Financial Management Activity: “Adopt and maintain Reserve Fund and Special Projects Funding policies.”
- Insert new task under Financial Management Activity: “Clarify Executive Committee role with budget flexibility in bylaws.”
- Insert new task under Appointments and Elections activity: “Create a Nominating Committee comprised of at least three NNECAPA members not seeking office.”
- Delete CPC Grants task: “Support application for USM Density Study.”
- Insert new task under CPC Grants activity: “Solicit, develop, and support applications that benefit the planning interests of Maine, New Hampshire, and Vermont.”

III. Reserve and Event Funding Policies

Peg Elmer provided an overview of the draft NNECAPA Reserve Fund Policy. Following discussion, the Executive Committee reached consensus on the following principles to be incorporated into the policy:

- That the Reserve Fund shall be no less than 25% of the total expenditures in the current year’s adopted budget.
- That unrestricted funds in excess of 50% of the total expenditures in the current year’s adopted budget will comprise the NNECAPA Special Projects Fund.
- That the disbursement of monies from the NNECAPA Special Projects Fund shall be subject to the oversight of the Executive Committee and the NNECAPA Event Funding Policy.

Carl Eppich and Rebeccah Schaffner provided an overview of the draft NNECAPA Event Funding Policy. Following discussion, the Executive Committee reached consensus on the following revisions to the draft:

- Change A.5 to read "Description of event, activity or initiative; project or product."
- Update Section B as necessary with language from the NNECAPA Strategic Plan
- Update Section C as necessary with language from the NNECAPA Strategic Plan
- Exempt the NNECAPA conference from the Event Funding Policy
- Exempt the State Associations from the Event Funding Policy (if there is not automatic state association funding)
- If a training session is going to be sponsored by NNECAPA, it must be "CM worthy" (or language to that effect)

IV. Other Business

Sandrine Thibault provided an update on the RFP process for website upgrades, noting that the \$2,000 currently budgeted will likely not be adequate. The website upgrades could cost as much as \$5,000, and the Executive Committee should plan accordingly.

Tara Bamford advised that some items in the current budget could be shifted to the website. For instance, the Chapter has budgeted \$150 to help sponsor a FAICP application. However, no

FAICP applications are being developed in Northern New England this year. Nate Miller advised that the Chapter has budgeted \$2,000 for Student Activities. The website upgrades will: 1) Add a page of content entirely for planning students; and 2) Provide a medium for additional outreach to students. Based on the Executive Committee's earlier discussion, both of these outcomes will be objectives of the 2011-2016 NNECAPA Strategic Plan.

Carl Eppich moved that the budget for the NNECAPA Website be increased from \$2,000 to up to \$5,000, with \$1,500 from the Student Activities line item and \$150 from the FAICP Sponsorship line item being transferred to the NNECAPA Website line item. Ben Frost seconded and the motion passed unanimously.

*Prepared by Nathan Miller
NNECAPA Secretary*