

**NATIONAL CAPITAL AREA CHAPTER--APA
Executive Committee Board Meeting
June 20, 2007 6:30 pm**

**100 Maryland Ave.
Black Eyed Susan Room, Rockville, MD**

QUICK NOTES—

- Katie McQueen is the new Vice President of Communication
- The Chapter's By-Laws will be edited to include guidance on filling a vacant Board position and the role and responsibilities of a newly added Board position—President elect.
- APA is changing its face—a new nationwide marketing initiative will create a unified image for all Chapter websites and letterhead.
- Fall CPC leadership conference, coming to Washington, DC in September

BOARD MEMBERS PRESENT:

Carol Truppi, Daniel Goodman, Judy Daniel, Heather Whitlow, Katie McQueen, Malaika Abernathy

CALL TO ORDER:

Art called the meeting to order.

APPROVAL OF THE MEETING NOTES:

(No meeting notes were taken from the previous meeting held)

1. NEW VP OF COMMUNICATION

*****Carol motioned: Katie McQueen should fill the NCAC Executive Board position of Vice President of Communication. Judy seconded the motion.**

- **Discussion:** Art stated that N'kosi Yearwood has resigned from the position and Katie would be a great fit for the position. Katie accepted the nomination.
- **Vote:** Unanimous.

2. BY-LAW AMENDMENT—PRESIDENT ELECT

Art stated that Harold Pettigrew drafted new improvements to the By-laws that suggest a new procedure to fill a vacant position. Art will share the new language with the Board at the July meeting.

The By-law revisions will also include language for a new Executive Board position titled, President Elect. This position will allow the nominated officer to develop skills and knowledge pertinent to the position of president for one year, before the 2-year term of President. The addition of this position would increase the current Executive Board

membership from 12 to 13 members. The proposed full 4-year term includes; 1-year before term commences, a 2-year president term and a 1-year Past President term.

*****Art motioned: The Board will finalize the By-laws to create new vacancy language and a new President Elect position. Carol seconded the motion**

- **Discussion:** -
- **Vote:** Unanimous.

3. BRANDING

Art shared that APA is in the process of improving marketing initiatives and will be creating a national logo for its Chapters. During the process, local chapters may face some implications such as changing letter head and website format. Art suggested that Katie and Malaika work together to provide updates to the chapter on the progress of this major initiative.

4. FALL CPC MEETING

This September, Washington DC will be the host site for APA's Fall Leadership conference. Art suggested this to be an opportunity for the Chapter to network with other fellow APA members. The Board agreed that a reception or smaller networking event may be a good idea. Since the Conference is local this year, Art suggest using a portion of the budgeted funds for the Presidents travel for the proposed networking event.

5. TREASURER'S REPORT

Carol stated that the Chapter's May balance was: \$47,024.92. The amount of Chapter Dues collected during this interim was \$6,736.50, from 780 members. Carol said that the Chapter's check book will be balanced and reported at the Board's Next meeting in July.

6. CHAPTER NEWSLETTER and WEBSITE

The Board discussed ways in which the Newsletter could be more effectively distributed. At previous meetings, the Board agreed that the newsletter should be distributed quarterly.

The Board agreed that specific deadlines on member submissions to the Newsletter should be communicated to the Chapter. Also, reminder emails and/or calls should be sent out prior to the deadline.

Art said that the Chapter could hire an administrative temp to assist with some of the logistics of the newsletter and also maintaining the listserv, which is currently out of date. He also suggested that the MD APA Chapter would be interested in pooling resources together to share the cost of hiring an assistant.

Julia Koster, Heather and Dan had a teleconference prior to the Board meeting to discuss options for revamping the Chapter's, now long overdue, Website update. These are the options to consider:

- Keep it the way it is. Under the current Website format, the Board would provide periodic updates. Cost—Free.

- Have National do it. APA's National Headquarters' has a universal Website format for Chapters to use. The process in which Chapters' can make updates to the site would take a longer turn-around time. Cost-- \$1200.00
- Use a Website Contractor. The team found a contractor in New York (www.konceptmedia.com) that could create a dynamic new website and format for the Chapter. Cost-- \$2900.00, plus \$40 per hour for updates.

A full update on the listserv, Website and newsletter will be given in July.

7. CHARRETTE

In an effort for the Chapter to provide technical planning services to a disadvantaged community in the Washington region, Dan contacted Justice and Sustainability Associates, Principal, Don Edwards. The community that was suggested by this non-profit group was Marbury Plaza Apartments in Anacostia. The 750 unit residential property is in the midst of being converted to condominiums. The tenants are actively pursuing options to purchase the property. Mr. Edwards is willing to work with the Chapter on identifying ways in which to assist the tenants in this endeavor. Dan suggested providing a one-day Charrette to address economic, transportation and zoning opportunities for the site.

The Board was interested in pursuing this opportunity but wanted to contact the DC Office of Planning before further plans for implementing the Charrette were made. Malaika would provide further information on the Office of Planning's role in this initiative.

8. GALA

Carol has identified a possible venue—the Historic Carnegie Library on K street NW, in Downtown, DC. Heather, Malaika and Carol will provide the Board with further updates on planning for the Gala.

The meeting was adjourned at 8:40 pm.