



1. Chair's Report

1.1 Welcome & Introductions. Martha Cross called the meeting to order at 5:10pm and began brief introductions. Martha announced that due to a family illness, John Kennedy would be stepping down as Planner-at-Large leaving the seat vacant. ***Martha will coordinate a web post for the open seat for fulfillment.**

- UPenn Accreditation. Martha announced the need for volunteers to help with accreditation of the UPenn planning program. Volunteers cannot be alumni or manage UPenn alumni. The session will happen in the evening on Sunday, October 20th. ***Nicole and Sharon volunteered. Martha will send them information about this session. Martha & Jeff B. will put together a web post and/or survey calling for volunteers.**
- DCED Recovery Resource Team. PA DCED put out an open call for volunteers to participate in a recovery resources team for disaster relief to help plan communities after suffering a natural disaster. Martha asked if there was any interest within the section. Some wanted more information. **Martha will distribute specific information about this to the group, including Sharon and Alexis, who will summarize for the Council.**

1.2 Approval of Minutes. The minutes from the July 17, 2013 APA SE PA meeting were approved by a motion from Jeannette and a second from Jeff Barg.

1.3 PA APA Chapter Update. As Brian O'Leary was not present and will be attending a Chapter meeting the next day, there was no update at this time.

2. Treasurer's Report

2.1. Current Balance. Rick Collier summarized the deposits, payments and balances for the Council:

PAYMENTS	DEPOSITS	AMOUNT
	PayPal event deposits (7/22/2013)	\$342.80
	Annual Event deposit	\$50.00
Blog (J Barg)		\$1,330.69
PHS event		\$94.00
PA APA credits		\$150.00
Parking Day (Cheryl Tumola)		\$66.93

Justin stated that there has been an issue with Paypal fees being drawn down without clearly knowing which event it has applied. **Justin will send Rick the spreadsheet of event information.** Rick stated that the current bank account balances are \$3,943.60 in the PNC Bank account and \$16,372.69 in the TD Bank account for a total of \$20,316.23.

2.2. Sponsorship. Martha updated the Council on the current sponsors for the Southeast Section:

- [Hamburg Rubin attorneys](#)
- [Kennedy & Associates planners](#)
- [JMI Architects](#)
- [Wallace Roberts Todd \(WRT\)](#)
- [Delaware Valley Regional Planning Commission \(DVRPC\)](#)

Pennonni and TRF need to be approached as sponsors. ***Martha will coordinate with TRF to become a sponsor of the Southeast Section Council. *Joe Luste will coordinate with Pennoni to become a sponsor of the Southeast Section Council. *Jeff B. will update the website and letterhead to reflect current sponsorship.**

3. Events Committee

3.1 Events Committee Meeting. Justin discussed the agenda items of the September 24th Events Committee meeting, which will include gaining new sponsors and event sponsorship. Agenda attached.

3.2 Professional Development Institute (PDI). Justin summarized the upcoming PDI events

- September 20: DVRPC - Phoenixville Revitalization.
- September: *Green Infrastructure.* **Martha will check in with Andrew from WRT about this.**
- October 29: *Ethics for Design Professionals.* Nicole Hostettler reported this session is ready.
- November: *Philadelphia Zoning Code Update.* Jeannette will push back until Spring 2014.
- *How to Be an Expert Witness.* Kate Meade is organizing this for November 15th at DVPRC.

Creating a 2014 schedule of events, utilizing unheld 2013 events, will be discussed at the Nov. meeting.

3.3 Annual Event. Angie Dixon updated the Council that the event will be held on Thursday, November 7, 2013 at the [20th Century Club](#) in Lansdowne, PA. The goal is to get 100 attendees. The event team is working on getting sponsorship with LEDC and local businesses. **AV equipment is needed, if anyone can donate. Angie will coordinate with Rick to get the paperwork together and down payment in to the venue. Angie will coordinate the web post, a speaker and CM credits.** The Council suggested investigating outgoing and returning SEPTA trains for collective use. There was a question of how many years this event has been happening, maybe promote it as the 7th Annual Dinner? Cost estimates attached.

3.4 Parking Day. There are many Parking Day sites held by individual Council members, but APA SE PA will not be having a site this year. Jeff B. reminded everyone about the after party at the PHS pop up garden.

3.5 2014 Annual Pennsylvania Planning Conference. Justin discussed the agenda items of the September 23rd PA Planning Conference Committee meeting. Jeannette stated it would be a good idea to incorporate the *Hard Hats & Hoagies* event (with credit) into the conference. There was some trouble with the [google document](#) to collect names, so please sign up again on it. Agenda attached.

4. Students & Emerging Professionals Report

4.1 Student Representatives – Mentor Program. Jeannette summarized the past and proposed program, showing a great need for mentors. There are 18 mentors and 48 students (5 from Temple and 43 from Penn). **John F. agreed to be a mentor. Martha will ask about utilizing TRF for the Kick-Off event.** If they do not have enough mentors, the number of mentees will be limited. All 5 Temple students are accepted. Temple University has agreed to contribute \$300.00. **Jeannette will draft an invoice for Rick C. to finalize and issue.** A motion was made to allocate up to \$300 in funding to the mentor program by Justin Dula and Alexis seconded. There were no students from West Chester University that applied. **Volunteers wanted to help plan upcoming events.**

<u>Upcoming Schedule</u>		<u>Funding</u>	<u>Spending Targets</u>
Sunday, Sept. 22:	Mentor deadline	Goal: \$1,000.00	Kick-Off event: \$400.00
Friday, Sept. 20:	Mentees deadline	Temple: \$300.00	Mid-Year event: \$500.00
Monday, Sept. 23:	Matching Night	Penn: \$400-\$500.00	Spring event: \$500.00
mid-October:	Kick-Off event	APA SE PA: \$300.00	

4.2 Emerging Professionals. No one was present from the Emerging Professionals group to provide an update. The previously planned events (below) were postponed due to lack of participation.

- ~~September 20: Parking Day~~
- ~~September 21: [Laurel Hill Cemetery](#) tour~~
- ~~September 28: Hard Hats & Hoagies Tour~~

5. Education Committee

5.1 Annual Scholarship. David Ward updated the Council on the submitted Scholarship applications and projects. Temple's Capstone project was excellent, but was too large of a team as they submitted on behalf of the program. An honorable mention should be given, but not a financial

award. **Next year, a guideline of not more than 8 students on a team will be added.** David reviewed the criteria for judging and explained felt the award should go to the following projects:

- Group: UPenn: Schools after School Reform
- Individual: Veronica Ghee about the economic side of cultural use of transit, looking at Roosevelt Boulevard light rail.
- Second Place: West Chester University

David motioned for approval of the scholarship award as above, which was seconded by Jeannette. 12 tickets (10 students and 2 faculty) will need to be compensated to the annual event. **Justin will send David the google link to upload the projects for review by the Section.** Scholarships are available at <http://bit.ly/2013APAPASEscholarship>.

David made a motion to officially rename the scholarship to the John E. Pickett Scholarship, Ron Bednar seconded. David also stated that John E. Pickett was a volunteer with [Future Cities](#), and is in need of mentors and volunteers. **Joe L. will draft webpost for Future Cities program. David will draft a letter to Pickett's family informing them and inviting them to the annual event. Justin will provide David with his family's addresses.** Delaware County will be having the dedication of a tree planted in John's memory in front of the Courthouse on October 9 at 11:00am, after a County Council meeting.

- 6. Next Meeting.** Martha stated that the next Council Meeting is initially scheduled for the day before the annual event, the meeting will be postponed to Thursday, November 14, 2013, 5pm at TRF. The following topics will be discussed: thank you letter to TRF, events committee, state conference preparation, sponsorship follow up. **Nicole will draft an agenda for Martha and Justin to review.** Martha formally adjourned the meeting at 6:27pm.

In Attendance:

Voting Members	Non-Voting Members
Martha Cross	Sharon Maclean*
Jeffrey Barg*	Steve Boucher
Justin Dula	
Jeannette Brugger	
Rick Collier*	
Angie Dixon*	
Nicole Hostettler	
Ron Bednar	
Alexis Williams	
John Federico	

*via phone

***NH will scan in sign in sheet and send out**

APA SE PA Events Committee Meeting

Tuesday, September 24, 2013 5:30pm

DVRPC

190 N. Independence Mall West, 8th Floor

Philadelphia, PA 19106

Call Toll free: (530) 881-1000 Passcode: 560704

Register at <https://apapaseeventsq3.eventbrite.com/>

The **goal** of this meeting is to discuss the details of various events (PDI, Emerging Professionals, CM credited events, Happy Hours, Annual Event), to make recommendations of action to the Council. At every Council meeting various issues come up related to events that aren't fully flushed out in the limited format.

1. Specify recommendations for sponsorship for events
2. Suggest marketing strategy for events
3. Discuss what needs to be on an event checklist to assist in event creation
4. Discuss proposed directory of potential partners for various event types
5. Discuss a member survey to find topics of interest
6. Discuss a way to decentralize event planning work effectively
 - Press release dissemination
 - Applying for CM credits
 - Creating Eventbrite events
 - Creating Blog Posts
 - Managing Paypal

Call in via Free Conference Call

Conference Dial-in Number: (530) 881-1000

Participant Access Code: 560704#

Location: Conference Room C at DVRPC, 190 N. Independence Mall West, 8th Floor, Philadelphia, PA 19106-1520 (The building is called the American College of Physicians Building)

DVRPC is accessible via SEPTA Regional Rail, subway, and bus, as well as PATCO High Speed Line and New Jersey Transit buses. No parking is available on site. For further directions, visit <http://www.dvrpc.org/directions/>. Once you have shown your ID to security downstairs, take the elevator to the 8th Floor. When you get off the elevators, walk around the corner to your right. You will see a window into Conference Room C. Wave to the people inside, and we will let you in.

Conference Committee Meeting

APA-PA 2013 Conference Planning Kickoff Meeting

Monday, September 23, 2013 5:30pm

The Reinvestment Fund

1700 Market Street, 19th Floor

Philadelphia, PA 19103-3904

Call Toll free: 1-866-245-0351 Passcode: 605275

Register at <http://bit.ly/2014APAPAconferenceplanningcommittee>

Documents at <http://bit.ly/2014APAPAconference>

The 2014 APA PA chapter conference will be held at the Society Hill Sheraton in October 2014. This meeting will help get interested parties together to discuss the subcommittees needed and start to assign members.

1. Introductions
2. General discussion of the [local host committee roles](#)
 - a. Discussion of Committee meeting schedule, location, & member solicitation
 - b. Theme
 - c. [Schedule](#)
3. Discussion of subcommittees
 - a. Speakers Subcommittee
 - b. Program Subcommittee
 - c. Special Events Subcommittee
 - d. Fundraising Subcommittee
 - e. Marketing Subcommittee
 - f. Emerging Professional & Students Subcommittee
4. Discussion of any other subcommittees we may wish to include
5. Discussion of Committee meeting schedule, location, and member solicitation
6. Subcommittee sign up
7. Other Discussion

November 7, 2013 APAPASE ANNUAL EVENT
20TH CENTURY CLUB, v1

APAPASE Member	Non-Member	Comp Tix	Door	total
60	10	15	0	85

Item	Cost	Unit	Units	TOTAL	NOTES
Rental	\$500.00	Total	1	\$500.00	set
Bartenders	\$75.00	per bartender	2	\$150.00	
Bar		total		\$510.00	assume 2 drinks per person, ability to return unopened
Bartender Tip	\$20.00	per bartender	2	\$40.00	
Catering	\$14.00	per attendee	85	\$1,190.00	assume 10 horsd'oeuvre pieces per person plus crudites and spreads
Catering Tip	\$125.00	per total cost	1	\$125.00	
A/V Rental	\$220.00	for A/V and Music	1	\$220.00	DJ Shawn Ryan quote
Sponsorship Boards	\$54.00	per 24 x 24 board	2	\$108.00	
Avery Name Tags	\$25.00	for 1 box of 100	1	\$25.00	

\$6.00 pp

ESTIMATE	COSTS	\$2,868.00	TOTAL Per Person
SET	REVENUE	\$2,868.55	\$33.74
FLEXIBLE	BALANCE	\$0.55	

2013 REVENUE	
\$1,943.55	Ticket Revenue
\$425.00	APA PA SE Contribution
\$300.00	Event Sponsorship
\$2,868.55	TOTAL REVENUE

TICKET	Cost	Quantity	
Members/Students	\$30.00	60	\$1,800.00
NonMember / LATE / Door	\$35.00	10	\$350.00
Comp	\$0.00	15	\$0.00
TOTALS		85	\$2,150.00
	Eventbrite Fees		\$123.10
	Paypal Fees		\$69.35
	TICKET REVENUE ASSUMPTION		\$1,943.55

BAR ASSUMPTIONS	Cost	Quantity	Quantity	
Wine	\$9.00	10	\$90.00	50 glasses of wine / 5 pours per bottle
Beer (24 bottles)	\$30.00	6	\$180.00	144 bottles of beer
Soda (24 packs)	\$6.00	4	\$24.00	96 cans of soda
Water (32 bottles)	\$4.00	4	\$16.00	128 bottles of water
Catering Bar Set Up	\$100.00	1	\$100.00	
Cups/napkins	\$100.00	1	\$100.00	
	BAR ASSUMPTION		\$560.00	

194 alcohol drinks
2.3 per person

224 NA drinks
2.6 per person

November 7, 2013 APAPASE ANNUAL EVENT
20TH CENTURY CLUB, v1

APAPASE Member	Non-Member	Comp Tix	Door	total
70	15	15	0	100

Item	Cost	Unit	Units	TOTAL	NOTES
Rental	\$500.00	Total	1	\$500.00	set
Bartenders	\$75.00	per bartender	2	\$150.00	
Bar		total		\$568.00	assume 2 drinks per person, ability to return unopened
Bartender Tip	\$20.00	per bartender	2	\$40.00	
Catering	\$14.00	per attendee	100	\$1,400.00	assume 10 horsd'oeuvre pieces per person plus crudites and spreads
Catering Tip	\$125.00	per total cost	1	\$125.00	
A/V Rental	\$220.00	for A/V and Music	1	\$220.00	DJ Shawn Ryan quote
Sponsorship Boards	\$54.00	per 24 x 24 board	2	\$108.00	
Avery Name Tags	\$25.00	for 1 box of 100	1	\$25.00	

\$5.68 pp

ESTIMATE	COSTS	\$3,136.00	TOTAL Per Person
SET	REVENUE	\$3,135.53	\$31.26
FLEXIBLE	BALANCE	-\$0.47	

2013 REVENUE	
\$2,373.53	Ticket Revenue
\$462.00	APA PA SE Contribution
\$300.00	Event Sponsorship
\$3,135.53	TOTAL REVENUE

TICKET	Cost	Quantity	
Members/Students	\$30.00	70	\$2,100.00
NonMember / LATE / Door	\$35.00	15	\$525.00
Comp	\$0.00	15	\$0.00
TOTALS		100	\$2,625.00
	Eventbrite Fees		\$149.85
	Paypal Fees		\$101.63
	TICKET REVENUE ASSUMPTION		\$2,373.53

BAR ASSUMPTIONS	Cost	Quantity	Total Quantity	
Wine	\$9.00	11	\$99.00	55 glasses of wine / 5 pours per bottle
Beer (24 bottles)	\$30.00	7	\$210.00	168 bottles of beer
Soda (24 packs)	\$6.00	4	\$24.00	96 cans of soda
Water (32 bottles)	\$4.00	5	\$20.00	128 bottles of water
Catering Bar Set Up	\$100.00	1	\$100.00	
Cups/napkins	\$115.00	1	\$115.00	
	BAR ASSUMPTION		\$568.00	

223 alcohol drinks
2.2 per person

224 NA drinks
2.2 per person