

**CCAPA EXECUTIVE COMMITTEE MEETING  
JUNE 1, 2007  
SHIPMAN & GOODWIN  
9:30 A.M.**

**MINUTES**

**President Pellegrini called the meeting to order at 9:35. In attendance was President Pellegrini, President elect Don Poland, Marcia Banach, Alan Weiner, John Pagini, Mary Ellen Kowalewski, Jason Vincent, Rob Phillips, Chris Smith, Chris Wood, Bruce Hoben and Laurie Whitten**

**I. Adoption of Minutes of April 27, 2007 - approved**

**II. New Business**

**1) Status Report – On-line Membership Directory- Alan Weiner explained that he had been working on the online directory and found that the setup was relatively easy. The ability for a member to update their own information with a n interactive system is much more complicated. Discussion then led to on line advertisers. Issues such as the fee for advertisers, location on the website and links to ads, and how much additional work this might be for the webmaster all need to be decided upon. It was decided to have the communications committee address these issues and report back to the executive committee.**

**2) 2007 Work Program – John Pagini announced the October 11 & 12 Southern New England Regional Planning conference, November AICP exams. Also asked that the Community Builders Institute dates be added to the annual schedule. Chris Smith announced the hot topics session to be held in July with Mike Zizka speaking on RLUIPA, and DEP topic of sewers vs. community septic systems. Chris Wood suggested adding a session on how to track legislative updates. Also to be included is a presentation from Home CT /1000 friends. Program Committee was designated to nail down speakers, dates and times. John Pagini reiterated the need to create a process to get sessions qualified for credits, but the APA ‘s lack of definitive answers was holding up the process. Discussion followed regarding possible future topics. Don Poland relayed that he would move forward with scheduling the new member social. Bruce Hoben suggested that population projections might be a good topic for a future session or lunch topic. A suggestion was also made regarding the topic of Drinking Water Act. President Pellegrini brought up the chapter awards, with Val Farrell taking charge. He also suggested a topic of Great streets and Neighborhoods.**

3) National Community Planning Month - **President Pellegrini stated that the regional conference is during National Planning Month, and perhaps this could be tied into together with the Great Streets and Neighborhoods theme..**

4) APA Branding Strategy – **President Pelligrini explained that this “branding strategy” is a proposed communications plan to make APA recognizable to the public and masses. Utilizing a demonstration via the web from the leadership page of the APA website, President Pellegrini showed some variations to the APA logo vs. chapter logos and how they might be redesigned for better marketing strategies. He referred to this as the “rebranding” of APA. Through general consensus it was decided that President Pellegrini would work with Steve Shaw and Jeff Mills to work on a standard logo, inclusive of color template, type face, letter placement. etc. for the CCAPA. Once approved, this would be displayed on our newsletter, chapter banner, flyers, and any correspondence from the chapter.**

5) Chapter Communications Policy – Initial Discussion - **President Pellegrini explained that this is an important issue, and one which the executive committee may need to formulate an actual communications policy as a group. Discussion as to how to proceed followed. Alan Weiner sated tat the policy needed to be simple. John Pagini questioned the actual process to reach positions and suggested that the process could be similar to that with certification policy which utilized e-poll of members. Marcia Banach commented that the executive board needed to function as a representation of the membership, and perhaps set policies and possibly position papers. Don Poland commented that CCAPA was reactionary and should become more proactive. Mary Ellen Kowalewski suggested a big picture view, where the board picks 1 or 2 issues and has an open process. Chris Smith expanded on the idea but with 3 to 4 large issues, then set a general policy and position that could be stated for the public. These may not be very specific, rather just general viewpoints as guidance. Chris Wood commented that the challenge is at the legislature, and if the chapter is too vague , then we wont get proper recognition. With ongoing issues, may need more elaborate position to propose or promote legislative issues. President Pellegrini stated that there are different levels of involvement. Executive Committee members should state whether they representing the chapter or not when speaking with the media, etc. Either way, the media may still represent the speaker as being a board member. Don Poland agreed, and suggested that one could ask the reporter no to use the chapter label if you are not speaking for the chapter. Further discussion ensued regarding**

**putting a sub committee together to discuss these issues, and perhaps develop a guide. President Pellegrini concluded that there should be a committee to 1. Set a General Communication Policy, and 2 Develop Position. Chris Smith, Matt Davis, Laurie Whitten ,and Don Poland were requested to form the committee with President Pellegrini. Don Poland was requested to get corporate policy.**

III. Old Business

- 1) Quarterly Luncheon Schedule & Topics - **tabled**
- 2) New Member Reception - **tabled**

IV. Reports

- Treasurer's Report – **Don Poland reported for Matt Davis that spending was low because newsletter costs went down. Last years regional conference balanced out, and profits were high (\$13,000) since we were host chapter. He also stated that the accountant filed an extension for taxes.**
- Government Relations Committee
- Program Committee **tabled**
- Professional Development Officer (CM Program: AICP Classroom: 2008 FAICP)  
**John Pagini reminded the board that al sponsors of sessions are education providers, and will eventually have to pay a fee to allow credits for the session. He suggested that the budget allow for money to subsidize sponsors. Discussion followed regarding the unkowns of the new credit program, when and how credits will and can be issued, and the difficulty to plan without final policy from APA. On a new topic, John Pagini recommended that Horace Brown be nominated for the FAICP. President Pellegrini will write letter to executive committee for this nomination.**
- Chapter Communications Committee – **discussed previously**
- Member Services Committee

V. Other Business - none

Adjourned at 11:38

Respectfully submitted,

Laurie P. Whitten, CZEO, AICP  
CCAPA Secretary