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NATIONAL ALLIANCE OF PRESERVATION COMMISSIONS 2013 ANNUAL REPORT

From the Chair:

As the 2013 annual report reveals, the past year has been a productive one for NAPC. Building on the momentum of a highly successful Forum 2012 in Norfolk, VA, we continue to steam ahead with reinvigorated programs and ambitious goals.

Planning for Forum 2014, July 16-20 in Philadelphia, PA, is well underway and is already shaping up to be an outstanding event. Going outside our standard format, we are partnering with Preservation Pennsylvania and the Pennsylvania Department of Transportation – all part of a collaborative effort to hold the Pennsylvania Statewide Conference on Heritage as part of Forum. This partnership will enable us to reach new audiences and provide a variety of educational sessions, workshop, and tours with a wide range of appeal. Mark your calendars – you won't want to miss Forum 2014! To keep the ball rolling, a Request for Proposals has been released for Forum 2016.

This year we also re-structured our membership levels, launched an aggressive new member campaign, and unveiled and trademarked our new CAMP graphic identity, part of the ongoing "revamp" of our signature training program based on a survey of our constituents. The training component of NAPC's mission has been highly successful – since our last Annual Meeting we have held 21 CAMPs and 18 Speakers Bureau workshops! Our redesigned *Alliance Review* newsletter – now available electronically in color for our members – continues to produce timely articles on issues related to historic preservation commissions and local designation.

The accomplishments highlighted in the attached annual report are a testament to the vision and engagement of the committed NAPC Board of Directors and our stalwart Program Director, Paul Trudeau. As we sadly bid adieu to board members who are leaving us this year, we also welcome a class of new board members who will bring fresh ideas and enthusiasm to NAPC as we continue our mission to build strong local preservation programs through education, advocacy, and training.

Thanks to all of our members for their ongoing support. Hope to see you at Forum 2014!

Jo Ramsay Leimenstoll, Chair
NAPC Board of Directors

I. TRAINING

Commission Assistance and Mentoring Program (CAMP)

2012-13 was one of the most successful years to date for CAMP, providing essential training to over 700 local commissions, staff, elected officials, and preservation advocates across the country. With the unveiling of our new CAMP logo and menu of new topic options in the works, we look forward to reaching new heights in 2014.

Since our previous Annual Meeting in Spokane, WA on November 2, 2012, NAPC held CAMPs in the following locations:

- Nov. 16 OK City, OK
- Nov. 17 Pierce County, WA
- Dec. 6 Decatur, AL
- Jan. 26 Bastrop, LA
- Feb. 2 Plaquemine, LA
- Feb. 8 Denver, CO
- Feb. 18 Oxford, MS
- March 1 Abbeville, AL
- April 11 Durham, NC
- April 20 Plattsmouth, NE
- May 1 Little Rock, AR
- May 16 Cookeville, TN
- June 11 Foley AL
- June 14 Park City, UT
- June 15 Omaha, NE
- June 28 Evanston, IL
- July 18-19 Red Wing, MN
- August 23-24 Lafayette, IN
- October 1 Sidney, NE
- October 17, Decatur, GA
- October 20, Roanoke, VA

In addition, we have contracted with the following communities to conduct CAMPs in 2014:

- February 22, Bardstown, KY
- May 2, Montebello, NY
- June 4-5, Norman, OK

We have also received inquiries from Birmingham, AL; Oahu, HI; Shreveport, LA; and Thousand Island Parks, NY. The Training Committee also approved a newly-design CAMP promotional card that will be distributed at conferences, workshops, and all NAPC events.

Speakers Bureau Program

The following NAPC Speakers Bureau events were held:

- **Slidell, LA, Jan. 12- *Design Guidelines***
- **Lake Charles, LA, Feb. 23- *Design Guidelines***
- **Tallahassee, FL, Feb. 27- *CLG Training***
- **Little Rock, AR, March 5- *Signage***
- **Tacoma, WA, April 20- *Planning/ Economic Hardship/Demo by Neglect***
- **Wheeling, WV, May 3- *Realtor Training***
- **Martinsburg, WV, May 4- *Realtor Training***
- **Elkins, WV, May 6- *Realtor Training***
- **Vancouver, WA, May 15- *Advocacy Workshop***
- **Columbia, LA, June 1- *Commission reinvigoration***
- **New Iberia, LA, June 8- *Green and Sustainability***
- **Lake Charles, LA, June 9- *Green and Sustainability***

- **Baton Rouge, LA, June 13-** *Post-War Modern, Heritage Tourism, Downtown Design Review*
- **Salt Lake City, UT, June 13-** *Defining Your Preservation Design Philosophy*
- **New Orleans, LA, June 15-** *Green and Sustainability*
- **Grand Cane, LA, June 22-** *Commission reinvigoration*
- **Alexandria, LA, June 22-** *Green and Sustainability*
- **Valley, AL, September 19** – *FRESH infill, Urban Design*

II. EDUCATION

The Alliance Review

NAPC's bi-monthly newsletter, *The Alliance Review*, continues to bring a wide spectrum of articles and features that assist our member commissions and staff. In order to bring down printing and postage costs, *The Alliance Review* is now offered in electronic format to our members who do not wish to receive a print copy in the mail.

Current issues include:

November/December 2012: Emergency Measures for Threatened Buildings

January/February 2013: Preserving America: An Overview

March/April 2013: Demolition Delay

May/June 2013: Mid-Century Modern

July/August 2013: National Preservation Conference Spotlight: Indianapolis

September/October 2013: Preservation Trades

Website

The newly-designed NAPC website, launched in early 2012, has seen a few changes over the past year. We now have a Job Postings page, featuring job offerings in historic preservation from agencies all over the country. Our Resources and Links section is steadily expanding, with a new page on Preservation Planning, and a new Technical Assistance page in the works. The Forum 2014 page was recently launched, which will soon include online registration. Members are still able to renew their NAPC memberships online through our website, and our Professional Network Directory continues to grow.

Social Media

A new social media task force was put together in 2012 to analyze and make recommendations on how NAPC can best utilize the social media market. Our Facebook and Twitter accounts are still active, and a draft Social Media plan will be presented to the Board of Directors at our board meeting in Indianapolis on October 31, 2013. This plan offers various steps to best utilize social media outlets, with the current focus to be on Forum 2014 promotion.

III. GOVERNANCE

Heading in to our 2013 Annual Meeting in Indianapolis, IN, the NAPC Board of Directors has 22 members, with 5 new slots becoming available. A Call for Nominations was released in summer 2013, and the Nominating Committee will recommend the nomination of 6 new board members at our Annual Meeting:

- Deb Andrews, City of Portland, ME
- Claudia Carr, Edina, MN
- Lisa Craig, City of Annapolis, MD
- Amanda DeCourt, City of Tulsa, OK
- Tim Frye, City of San Francisco, CA
- Megan McLaughlin, City of Miami, FL

Nominated Officers:

- Esther Hall (Chair)
- Scott Whipple (Chair-Elect)
- Patricia Blick (Secretary)
- Ray Scriber (Treasurer)

IV. BUDGET AND FINANCE

With a steady influx of training workshops and a successful Forum 2012, NAPC has been able to make scheduled payments to the University of Georgia for previous debt while remaining on solid financial ground. Fiscal Year 2013 reports:

**NAPC Financial Report
6/30/2013**

Checking Account Balance	\$	64,004.55
Money Market Balance	\$	5,317.35
Total Cash Balance	\$	69,321.90
Accounts Receivable		
Foley, AL CAMP	\$	7,000.00
Park City, UT CAMP	\$	7,000.00
Omaha, NE CAMP	\$	7,000.00
New Iberia/Lake Charles, LA Speakers	\$	2,944.45
Alexandria/Shreveport, LA Speakers	\$	2,207.59
LA Preservation Conference Speakers	\$	5,248.84
Grand Cane, LA Speakers Bureau	\$	1,976.27
Vancouver, WA Speakers Bureau	\$	5,840.32
Total Accounts Receivable	\$	39,217.47
Accounts Payable		
UGA Contract FY 10-11	\$	106,238.23
UGA Contract FY 12-13	\$	-
Total Accounts Payable	\$	106,238.23

National Alliance of Preservation Commissions

Position Statement

FY 2012-2013

As of 06-30-13 (100% of year)

	Budget	Actual	% of Budget
INCOME			
Membership			
Base Membership (renewals)	\$ 35,000.00	\$ 33,747.59	96.42%
New Membership	\$ 4,500.00	\$ 3,680.00	81.78%
Corporate memberships		\$ 900.00	
Membership Total	\$ 39,500.00	\$ 38,327.59	97.03%
CAMP	\$ 87,315.00	\$ 107,052.98	122.61%
Forum			
Sponsorships	\$ 29,000.00		
National Park Service Grant	\$ 10,000.00		0.00%
Registration	\$ 34,500.00		0.00%
Ticketed Events	\$ 30,100.00		
Forum Total	\$ 103,600.00	\$ 126,649.49	122.25%
The Alliance Review	\$ -	\$ 1,020.00	
Speakers Bureau	\$ 20,000.00	\$ 21,091.81	105.46%
Donations/Fundraising			
Board of Directors dues	\$ 3,375.00	\$ 540.00	16.00%
Board of Directors Financial Support Plan - Cash	\$ 10,000.00	\$ 1,775.00	17.75%
Other fundraising/grants	\$ 15,000.00	\$ 6,192.00	41.28%
Donations/Fundraising Total	\$ 28,375.00	\$ 8,507.00	29.98%
Interest Income	\$ 25.00	\$ 82.82	331.28%
TOTAL INCOME	\$ 278,815.00	\$ 302,731.69	108.58%

National Alliance of Preservation Commissions
Profit and Loss
Position Statement
FY 2012-2013
As of 06-30-13 (100% of year)

	Budget	Actual	% of Budget
EXPENSES			
UGA Contract			
Salaries and Wages	\$ 44,950.00	\$ 43,803.00	97.45%
Fringe Benefits	\$ 16,605.00	\$ 16,519.00	99.48%
Departmental Support Services	\$ 5,145.00	\$ 4,735.00	92.03%
Printing, postage, office supplies, telephone	\$ 7,855.00	\$ 9,231.00	117.52%
Membership Development (Printing and Postage)	\$ -		0.00%
Equipment (Computer replacement)	\$ -		0.00%
(Over)/Under Contract Budget		\$ -	
Total UGA Contract	\$ 74,555.00	\$ 74,288.00	99.64%
UGA Debt	\$ 20,000.00	\$ 23,869.05	119.35%
CAMP	\$ 40,170.00	\$ 62,373.32	155.27%
Speakers Bureau	\$ 15,000.00	\$ 22,268.06	148.45%
Operating			
Board Mtgs, Office, Postal, etc.	\$ 1,000.00	\$ 584.05	58.41%
UPS	\$ 1,500.00	\$ 834.30	55.62%
Dues (NTHP Forum, USGBC)	\$ 3,000.00	\$ 2,604.76	86.83%
Staff Travel (Hotel & per diem)	\$ 3,000.00	\$ 3,961.16	132.04%
Insurance (D&O/liability)	\$ 2,100.00	\$ 2,213.25	105.39%
Accounting	\$ 500.00	\$ 575.00	115.00%
The Alliance Review	\$ 6,000.00	\$ 7,261.00	121.02%
Online Services	\$ 1,000.00	\$ 877.96	87.80%
Printing	\$ 11,700.00	\$ 5,537.42	47.33%
Thumb Drives	\$ 1,700.00	\$ 1,705.00	100.29%
Misc	\$ 500.00	\$ 1,088.56	217.71%
Total Operating	\$ 32,000.00	\$ 27,242.46	85.13%
Forum Expenses	\$ 100,946.00	\$ 57,682.63	57.14%
TOTAL EXPENSES	\$ 282,671.00	\$ 267,723.52	94.71%
SURPLUS (DEFICIT)	\$ (3,856.00)	\$ 35,008.17	-907.89%

Membership Development

NAPC reached its membership projections for the 2012-13 fiscal year, and the Budget and Finance Committee has been working hard to meet expectations for the upcoming year. As part of our goal to increase membership and boost revenue, the committee accomplished the following tasks:

- A thorough analysis of current membership categories, trends and demographics
- A modest increase in membership fees – the first in over 9 years – and removal of commission budgets as an indicator of join/renewal levels; now dictated by population at the Small, Medium, and Large commission levels
- A newly-designed membership join form
- A restructuring of membership benefits to include the option for members to provide contact information for all commission members under one account, so they can individually receive *The Alliance Review* and have access to NAPC-L
- An aggressive new membership campaign, tested in three pilot states – GA, LA, and CT (other states to follow depending on success of pilot program)
- Outreach to new CLGs, which includes a complimentary membership with NAPC
- Outreach to inactive NAPC members, which resulted in over a dozen renewals

V. Forum

Forum 2012 was an overwhelming success, with over 450 attendees traveling to Norfolk, VA, for a week of education and networking. The bar has been raised for 2014, and planning for Philadelphia is well underway. Forum 2014 will be a unique event because for the first time, NAPC is partnering with state hosts to hold a joint conference. Preservation Pennsylvania and the Pennsylvania Department of Transportation will be holding their Statewide Conference on Heritage as part of Forum 2014, a collaboration we're calling "A Keystone Connection." This partnership will bring Forum to new heights, offering a wide variety of educational sessions, mobile workshops, and tours to satisfy a diverse audience of preservation professionals and volunteers. Working with other partners such as the Pennsylvania Historical and Museum Commission, the Preservation Alliance of Greater Philadelphia, the National Park Service, and the New Jersey Historic Preservation Office, we expect Forum 2014 to be an outstanding event with something for everyone.

Notable planning milestones from the past year include:

- A signed Memorandum of Understanding between the primary partners
- A revamped scholarship and awards program
- Several rounds of registration rates and sponsorship level analysis
- Site visits by the Forum Planning Committee
- Save-the-date postcard design
- New registration software
- Hotel agreement and reception site secured
- Early session planning with our state and national partners
- Forum 2014 page on NAPC website
- Forum 2016 RFP released