



**APA Pennsylvania
Lehigh Valley/Berks Section**

Conference Planning Committee #4 - Minutes

Thursday, February 12, 2026

[Virtual – Microsoft Teams](#)

In Attendance: Craig Beavers, David Zipf, Meredith Keller, Isabella Fiume, Craig Peiffer, Molly Wood, Corey Gray, Kim Gusic, Trevor Torrman, Taylor Lawrence, Laura Mursch Hosie, Christopher Strohler, David Manhardt, Kevin Murphy, Cathy Fletcher, Thiago Almeida, Corinne Ruggiero, Susan Myerov, David Cohen, Evan Gardi, Faria Urmy, Mackenzie Geisner, Samantha McLean, Sean Ziller, Steven Weber, Steven Schrayner, Jacob Weinberg

1. Welcome

Molly W. welcomed everyone who attended and thanked them for volunteering to help with the conference. (We also wished David M. a very happy birthday).

2. Subcommittees Updates

a. Fundraising Subcommittee – David Manhardt

David M. provided an update. They finalized the fundraising brochure and are getting ready to make requests. They are reviewing contacts for potential sponsors and will likely start sometime next week. He has received verbal commitment from 4-5 sponsored already.

Molly W. thanked Dave for his work, especially for an impressive spreadsheet. Dave M. asked if anyone has contacts, it would be beneficial if a funding request comes from someone with an existing relationship rather than a cold call. Molly W. asked for Craig B.'s name to be on the funding request letter. Kim G. said she will be keeping track of funding request on her own form but will try to regularly share the form with the subcommittee.

Molly W. met with Lehigh University prior to the meeting to discuss a potential partnership and will update Kim G. when that is finalized.

b. Speakers Subcommittee – Molly Wood and Meredith Keller

Molly W. provided an update. The Speakers are nearly finalized:

- 10/19 Opening Keynote: John Houseal (Houseal Lavigne)
 - Focusing on innovation/geotechnical planning
 - John should provide us with a general contract for his speaking engagement, as well as what times he will be arriving and leaving.
- 10/20 Panel Discussion: Local Historic Preservation Professionals
 - Representing World Heritage Site/Northampton County Historical and Genealogical Society/Historic Bethlehem Museum and Sites, moderated by a representative from LehighValley250
 - All confirmed commitments via email
- 10/20 Pitkin Luncheon keynote: Veronica Davis (Atkins Realis)

- National speaker, transportation planner/engineer, and author of Inclusive Transportation: A Manifesto of Repairing Divided Communities
- Signed contract 1/15/26
- Agreed to purchase (100) books to lieu of travel/honorarium expenses

Kim G. said she will coordinate providing complementary registration for all the speakers, but she will just need their information once the speakers are confirmed. If speakers want to have another session, Kim G. will try to coordinate it on the same day. Each speaker will need to have someone introduce the sponsor of keynote. Dave M. should do John Houseal and Molly W. should do Veronica Davis.

c. Program Subcommittee – Susan Myerov and Christopher Strohler

Chris M. and Susan M. provided an update. The Call for Presenters has been sent out and is open until March 13th. Please share it to anyone who might be interested and encourage anyone who has a good potential project to submit.

After proposals come in, the subcommittee will coordinate a review. They will be working to schedule a date to review them shortly.

d. Special Events Subcommittee – Isabella Fiume

Isabella F. provided an update. The subcommittee met last week and discussed potential venues. They are looking at ArtsQuest for the Sunday night reception, but are exploring other options if the price is too high. The Museum of Industrial History is another option, but is also rather expensive. For the Monday night social, Social Still and the County Club are being explored as well. Additionally, a morning walk/run/bike in coordination with CAT is being investigated, or at least having a walking map for those who wish to do it on their own.

Molly W. asked what the target date for finalizing the venues is. Kim G. said no specific deadline, but by sometime this summer so it can be included in the program announcement.

Craig B. said Social Still might be a great option. David M. said him and Isabella F. spoke to Erin with the South Side Arts District and has a list of contacts, and said that would be a good option as well. They are closed on Monday, but might be willing to open for a special event if we have a minimum.

3. Logo Discussion

Thiago A. said the BCPC's graphic designer didn't have time to work on it, but he utilized a CoPilot generated logo that Randy W. used last time. He shared some new mock-ups he made, representing the Moravian buildings, SteelStacks, and modern City skyline. Sean Z. said the Hotel Bethlehem should be included, as well as the Machine Shop, and incorporating other elements from City Hall Plaza like the sculpture, the Bethlehem logo, and One Bethlehem Plaza.

David M. liked it but also commented on providing distinction on the colors of the logo. Thiago and Laura will work on incorporating this feedback and bring it back as an option to vote on the favorite logo.

4. Open Discussion and Brainstorming

There was some discussion on putting some merchandise for sale, including mugs and old APA items.

Craig P. asked about having a tour of the ArtsQuest venues. Kim G. said that she will invite the Craigs, Molly W., and Isabella F. when she sets a date.

Chris S. asked if anyone would be interested in helping out with the Eastern PA Trails conference in September. Corey G. was voluntold.

5. Next Meeting

The next meeting will be held on Microsoft Teams on Thursday, March 12th at 11 AM

6. Adjournment

The meeting was adjourned at 11:38am.

Respectfully submitted,
Craig Beavers