



**APA Pennsylvania
Lehigh Valley/Berks Section**

Conference Planning Committee #5 - Minutes

Thursday, March 12, 2026 at 11:00 AM

[Virtual – Microsoft Teams](#)

In Attendance: Craig Beavers, Kevin Murphy, Meredith Keller, Faria Urmy, Sean Ziller, Molly Wood, Corey Gray, Jennifer Gomez, Kim Gusic, Robert Gates, Susan Myerov, David Cohen, Isabella Fiume, Samantha McLean, Trevor Tormann, David Zipf, David Manhardt, Laura Hosie Mursch, Taylor Lawrence, Craig Peiffer, Thiago Almeida, Christopher Stroehler, Steven Schrayner

1. Welcome

Molly W. welcomed everyone who attended and thanked them for volunteering to help with the conference.

2. Subcommittees Updates

a. Fundraising Subcommittee – David Manhardt

David M. provided an update. Progress is continuing; emails have been going out to contacts at firms to gauge their interest in sponsoring the conference. David is keeping a spreadsheet with outreach, and the Subcommittee has been directing people to the website to complete the necessary paperwork. Kim G. says there have been five sponsors totaling \$4,700 so far.

Molly W. inquired about the Remington & Vernick sponsorship; they have recently been acquired by another firm and may be interested in providing a larger amount if approached.

Molly W. also asked if the spreadsheet can be shared with the full Committee so that others may be able to reach out to interested potential sponsors. David M. said there may be a few leftovers from the Harrisburg conference, so those can be crossed out. Craig B. will forward the spreadsheet after the meeting.

David M. also spoke about additional sponsors for the Monday night Planners Social.

b. Speakers Subcommittee – Molly Wood and Meredith Keller

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

- Monday Morning 10/19 Opening Keynote: John Houseal (Houseal Lavigne)
 - Contract sent for review and signing.
- Tuesday Morning 10/20 Panel Discussion: Local Historic Preservation Professionals
 - All confirmed commitments
- Tuesday Afternoon 10/20 Pitkin Luncheon keynote: Veronica Davis (Atkins Realis)
 - Signed contract 1/15/26

David M. said he will follow up with John Houseal regarding the contract next week.

Molly W. wanted to thank Sean Z. for all his help with coordinating the Historic Panel.

c. Program Subcommittee – Susan Myerov and Christopher Strohler

Kim G. provided an update. There are 25 proposals submitted as of date. Proposals are open until 11:59 PM on Friday; but Kim said there is a two-day buffer window until Sunday for any late submittals, but they should be encouraged to submit on-time.

Susan M. asked about proposals that do not have proposed speakers yet. Kim G. said to include people who were invited, or a potential organization. Information should be added under “Additional Information.”

The Subcommittee will be meeting on April 7th to discuss and evaluate the proposals. Kim G. will provide a scoring rubric for the group.

d. Special Events Subcommittee – Isabella Fiume

Isabella F. provided an update. The Subcommittee met last week to discuss. For the Sunday Night Welcome Reception, negotiations are still ongoing with ArtsQuest to see if they would be flexible with their rental rate; Hotel Bethlehem is the identified back-up.

For the Monday Night Planners Social, Social Still was identified as the best option. Kim G. is going to connect with the Southwest Section to see if they are still interested in hosting a post-Planners Social event.

David M. asked HRG if they would be interested in being a co-sponsor for the Planners Social. He mentioned that the Wind Creek Outlets have two venues that might be suitable for a post-Planners Social event. Country Club Brewing might also work as an “overflow” option for those who can’t make it in.

3. Open Discussion and Brainstorming

Molly W. asked if there was any update from BCPC on the logo. Thiago said he was working on it, but he is aiming for the next meeting to have drafts.

Craig P. is waiting for a call back from ArtsQuest to see if there is any flexibility on the rental fee. Kim G. is going to visit both ArtsQuest and Hotel Bethlehem sometime next week. A decision just needs to be made by June/July.

4. Next Meeting

The next meeting will be held on Microsoft Teams on Thursday, April 9th at 11 AM

5. Adjournment

The meeting was adjourned at 11:31am.

Respectfully submitted,
Craig Beavers