



**APA Pennsylvania
Lehigh Valley/Berks Section**

Conference Planning Committee #6 - Minutes

Thursday, April 9, 2026 at 11:00 AM

[Virtual – Microsoft Teams](#)

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

1. Welcome

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

2. Logo Discussion

Thiago A. shared the draft options for the logo. Craig B. thanked Thiago for designing the logo options. The overall consensus was Option B was the preferred option.

Molly W. and Corey G. said that they should remove the stack that blocks the word Bethlehem, but otherwise it looks great.

Sean Z. commented that the plaza sculpture should be looked at for alterations as it looks a bit awkward with its current placement.

Thiago A. said he is also open to adding different buildings; he played around other buildings as well, but the ones he selected look the best. He will make the adjustments mentioned and will follow up via email with a revised logo.

3. Subcommittees Updates

a. Fundraising Subcommittee – David Manhardt

Kim G. said we have \$26,000 confirmed in sponsors so far, and she will be invoicing them later this week. LVPC, 4ward Planning, and JG Petrucci are diamond; Bowman and Hailstone are platinum. There are others as well, but these are what she remembers from the top of her head.

Kim also mentioned that this is well above where other committees are at this time, and we are in great shape so far.

Molly W. asked if David M. could keep on track of following up with sponsors who we haven't heard from yet.

David M. will update the Google Sheets with those changes.

b. Speakers Subcommittee – Molly Wood and Meredith Keller

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

- Monday Morning 10/19 Opening Keynote: John Houseal (Houseal Lavigne)
- Tuesday Morning 10/20 Panel Discussion: Local Historic Preservation Professionals
- Tuesday Afternoon 10/20 Pitkin Luncheon keynote: Veronica Davis (Atkins Realis)

Molly W. asked if there was a deadline for getting bios and headshots. Kim G. said by June.

Molly W. wanted to touch base on student volunteers from Lehigh; she will follow up after the presenters are finalized.

Steven S. will also reach out to Moravian University next week to gauge their interest in participating.

Kim G. said she did not hear from the other planning schools yet; she will reach out to Temple and West Chester in the coming weeks.

David M. reached out to Muhlenberg College, but his contact was switching jobs, so he will reach out to a new contact.

David Z. asked if anyone has reached out to Penn State's Ag Department's Community and Economic Development program. He said he would reach out.

c. Program Subcommittee – Susan Myerov and Christopher Strohler

Kim G. provided an update. South Whitehall hosted the subcommittee on Tuesday to evaluate all 94 proposals and were able to select the finalists.

Susan M. thanked South Whitehall; she said there was excellent discussion due to the high-quality submissions and similarity between them. Overall, the process was very collaborative and exciting.

Randy W. asked about mobile workshops; Molly W. said these were also selected during the meeting, and there is a great selection that highlights the Lehigh Valley via all modes.

Molly W. informed Sean Z. that there's two SteelStacks-related mobile tours, and they should be informed of each other's topic to make sure they are differentiated properly. Kim G. said depending on how people are feeling and interest, they should discuss dates/times and capacity. She will need more details as we get closer for these mobile workshops.

David Z. asked about a data center mobile tour. Chris S. said while the topic will be covered during the conference, since there are few nearby locations, it may not be a good fit for this year's conference.

Craig B. asked when the proposals would be announced. Kim G. said she would be reaching out to submitters in the next month. Chris S. said he was encouraged by the submissions and said that many of those not accepted would be recommended for Webinar Wednesdays or for other conferences as well. Approximately 50 traditional sessions, 8 mobile workshops, and several Fast, Fun, Fervent sessions were accepted.

d. Special Events Subcommittee – Isabella Fiume

Isabella F. provided an update. For the Monday Night Planners Social, Social Still will be the official location, and County Club Brewing will likely be available as an "overflow" location as well. For a post-Planners Social event, HRG/Southwest is looking at options at Wind Creek.

The Subcommittee is working with SouthSide Arts District to table and provide information for visitors.

Kim G. toured Hotel Bethlehem yesterday and thinks it would be a good fit for the conference. Last night, ArtsQuest sent an email wanting to meet either Friday or Monday. By then, we will have a good feel for which way we will be going.

4. Open Discussion and Brainstorming

David Z. asked information about getting baskets. Kim G. said to reach out to John Federico. Craig B. said we will also discuss later this summer.

Sean Z. said that the moderator for the Historic Panel is also the lead for Lehigh Valley 250. She was able to secure \$1,000,000 for programing related to America250 and is looking to open a mini-grant program. Sean was wondering if it would be worth exploring. Kim G. said we've applied for grants for funding in the past, so we would be interested in looking at it.

Craig P. asked if there was a sheet saying we are a 501(c)3 to help with soliciting donations/baskets. Kim G. says we do and she will send it out.

Kim G. also said she should start to touch base with elected officials to give a welcome. Craig B. spoke to Cathy F. and she will work to put it on the Mayor's calendar. He also said the County Executives would likely be able to speak as well.

5. Next Meeting

The next meeting will be held on Microsoft Teams on Thursday, May 14th at 11 AM

6. Adjournment

The meeting was adjourned at 11:53am.

Respectfully submitted,
Craig Beavers