

## **Executive Director's Report**

*Prepared by Alex Magee  
April 11, 2016*

The purpose of this report is to provide you with the status of Chapter Office activities from January through March 2016 and identify the percentage of time devoted to the program areas identified in the Strategic Operational Plan. Please note that this is not intended to be a complete list of every task or activity that the Executive Director completed over this time period- rather it is intended to give you an overview of the major accomplishments during this period.

As described below, this period was a very busy one as, in addition to the normal office, organizational and communication functions, the Executive Director was responsible for the organization, arrangements and implementation of three major events: Legislative Policy Committee meeting, Public Policy Workshop and Reception, and Quarterly Executive Committee Meeting. In addition, the legislative session occurred during this quarter.

### **Professional Development**

*January 2015: 4 % of time*

*February 2015: 4% of time*

*March 2015: 8% of time*

Work on the 2015 conference moved forward. The Executive Director participated in many calls with the Host Conference Chair and VP- Conference Services, Over the this reporting period, the Executive Director also worked on contracts for offsite receptions and keynote speakers.

The Executive Director travelled to Daytona Beach in January for a kick-off meeting for the 2017 Conference and participated in a conference call with the Host Committee in March.

The Project Award and Student Award program was announced and posted on the web, in the enews and through our social media outlets.

A significant amount of time was spent on the arrangements for the Public Policy Workshop during this period including:

- Contacting potential workshop sponsors
- Holding coordinating calls with panels to discuss panel presentations
- Compiling and organizing workshop materials for both workshops
- Answering dozens of informational questions about the workshops
- Finalizing headcount and BEOs for the Public Policy Workshop and reception
- Coordinating with the Capital Area Section for AV, registration and signage assistance
- Coordinating with the Capital Area Section on bus needs for mobile workshop
- Coordinating with University Center staff regarding AV, room setup, and presentation

Thanks go to Amanda Vickers and the Capital Area Section for their help in making this event a success.

Additionally, during this period, the Executive Director worked with President Zornitta to select and coordinate with delegates for the APA Delegates Assembly in Phoenix. The Executive Director also provided feedback and information to the North Carolina Chapter who organized the joint reception at the National Conference. APA Florida will be contributing \$750.

The Executive Director also spoke at the CNU Florida Conference in Seaside in February, giving an update on what APA Florida is focusing on.

### **Membership Services/Growth/Communication**

*January 2015: 16% of time*

*February 2015: 25% of time*

*March 2015: 1% of time*

Information continued to be reviewed and gleaned for each issue of the electronic newsletter, issued in January, February and March. The Executive Director worked closely with APA Florida's Secretary, Communications Coordinator and Editorial Committee to identify and contact potential authors of substantive articles for the Winter and Spring issues of Florida Planning. The Executive Director worked closely with the Communications Coordinator and the Graphic Designer on the layout and editing of the newsletter.

The Executive Director worked regularly with the Communications Coordinator to provide guidance on APA Florida's social media interaction.

Inquiries and requests for assistance from members were also handled on a daily basis. Assistance provided included providing general information related to AICP CM credits, conference-related questions, address changes, legislative issues, and other similar questions. Welcome letters to new members were continued to be sent out when membership rosters were received from APA. Each month the Executive Director sorted the membership roster into section rosters and forwarded to the Section Chairs.

APA Florida's JobMart advertising continued to be used by entities within Florida,

### **Section Support**

*January 2015: 3% of time*

*February 2015: 3% of time*

*March 2015: 4% of time*

Section Support primarily includes providing technical assistance to the sections and members as needed and responding to section/member communications. Most of that comes to the Chapter Office by email and is handled in the same manner.

As the Chapter became aware of Section events, those were posted on the Chapter calendar.

Staff continues to process section check requests and maintain fiscal records for each section. Monthly activity reports are sent to each section. Each month the membership roster was sorted into section rosters and forwarded to the Section Chairs.

The Executive Director reviewed the first round of section grant requests and participated in the Section Grants Committee call to approve grant requests. The Executive Director also coordinated with the Sun Coast Section to hold a Section Orientation on April 23.

### **Government Affairs**

*January 2015: 9% of time*

*February 2015: 31% of time*

*March 2015: 24% of time*

During this period, the Executive Director followed legislative activities, disseminating items of interest to the LPC and Executive Committee. Weekly bill tracking reports were created and posted on the legislative page of the

website. Biweekly Legislative Reporters began during this period, which requires a considerable effort from the Executive Director to review bills of interest, compare amendments, summarize the bills in a manner which is easily understandable, and draft/edit/send out the Legislative Reporter. Post session, the Executive Director compiled a detailed summary of the major bills that were passed and disseminated it to the members, as well as posted it on the website.

During this period, the Executive Director provided assistance to the LPC as they drafted the proposed 2016 Legislative Platform, and made the arrangements for the Legislative Policy Committee in February.

### **Public Education and Outreach**

*January 2015: 6% of time*

*February 2015: 4% of time*

*March 2015: 4% of time*

Changes to the website were made with regard to conference related information, CM opportunities, announcements, and many new calendar postings.

The Executive Director continued to work with the Sustainability Committee on the Livable Florida web pages and set up/participated in monthly committee conference calls

### **Administration, Capital, and Fixed Costs**

*January 2015: 51% of time*

*February 2015: 23% of time*

*March 2015: 43% of time*

Time spent in the day to day management of the Chapter Office falls into this category. The Executive Director continued to oversee expenditures, make all required office purchases, maintain check records and other financial oversight tasks, do all bank deposits and transfers, manage contracts, deal with APA-related issues as they arise, assist EC and other committee members, and generally keep the organization functioning.

Time was spent providing information for 2015 compilation and 2015 990.

Additionally, time was spent assisting and supporting several of the EC committees, including the Sustainability Committee, Conference Committee, Emerging Topics Committee and Editorial Committee. This included making arrangements for conference calls, taking meeting notes, and undertaking follow-up activities. The Executive Director also provided support to the Nominations Committee, including creating and disseminating an Elections Interest survey to members. The Executive Director also provided assistance in the drafting of the 2017 Budget and Legislative Platform.

The Executive Director travelled to Miami in January to attend the APA reception held during their Leadership Retreat.

The Executive Director also met twice with our bank representatives to discuss the CD ladder and other options for managing the Chapter finances.

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