

Executive Director's Report

*Prepared by Alex Magee
August 31, 2015*

The purpose of this report is to provide you with the status of Chapter Office activities from June through August 2015 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.

Professional Development

January 2015: 4 % of time

February 2015: 4% of time

March 2015: 8% of time

April 2015: 13 % of time

May 2015: 46% of time

June 2015: 32% of time

July 2015: 36% of time

August 2015: 79% of time

The percentages from June through August clearly demonstrate that as the conference neared, the commitment to conference related activities dramatically intensified. Conference related tasks during this period included the following:

- ◆ working with APA on registration
- ◆ making solicitations for exhibitors and sponsors
- ◆ acquiring the information and electronic ads needed for the final program
- ◆ working on exhibitor contact and exhibit hall activities
- ◆ creating scavenger hunt and passport
- ◆ negotiating and executing conference related contracts
- ◆ finalizing keynote speaker commitments and arrangements
- ◆ overseeing the preparation and issuance of multiple conference related broadcast emails
- ◆ preparing materials for the Annual Business Meeting and fulfilling notice requirements
- ◆ coordinating and assisting the Project Awards Chair
- ◆ responding to member and other inquiries related to the conference
- ◆ updating the conference web page
- ◆ coordinating with the Social Media consultant to periodically post conference related information
- ◆ reviewing, amending and signing BEOs
- ◆ reviewing and editing conference brochure and exhibitor guide
- ◆ ordering awards, ribbons, badge paper, name badge holders etc.

During this period, the Executive Director travelled to Chicago for an all-day meeting with APA staff and other Chapter Executive Directors. Attachment 1 is a summary of that meeting.

The Executive Director also coordinated with APA Michigan to have the Florida Project Awards committee serve as part of the selection committee for the Michigan awards.

Membership Services/Growth/Communication

January 2015: 16% of time
February 2015: 25% of time
March 2015: 1% of time
April 2015: 2% of time
May 2015: 7% of time

June 2015: 6% of time
July 2015: 1% of time
August 2015: 1% of time

Information continued to be reviewed and gleaned for each issue of the electronic newsletter, issued in June, July and August. 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 Summer 2015 issue of Florida Planning. The Executive Director worked closely with the Communications Coordinator and the Graphic Designer on the layout and editing of the newsletter. Work also began on the Fall newsletter.

The Executive Director also worked with the Interim VP-Communications and the Communications Coordinator to finish work on creating templates on Vertical Response for the sections and chapter to use for electronic news blasts.

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, Until the end of July when the vacant bookkeeper/administrative assistant position was filled, the Executive Director handled all aspects of job postings with the assistance of Ricki Sexton. Additionally web site content was updated often.

Staff worked with the Communications Consultant on continuing to post items on the LinkedIn, Facebook and Twitter pages for APA Florida. The Executive Director meets weekly with the Communications Consultant to talk about the upcoming month and what needs to be highlighted in social media.

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Section Support

January 2015: 3% of time
February 2015: 3% of time
March 2015: 4% of time
April 2015: 4% of time
May 2015: 6% of time

June 2015: 6% of time
July 2015: 5% of time
August 2015: 1% 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 created an elections ballot for the Heart of Florida Section and conducted the electronic election. A draft survey for the Emerging Issues Ad-hoc Committee was also created by the Executive Director.

Government Affairs

January 2015: 9% of time

February 2015: 31% of time

March 2015: 24% of time

April 2015: 23% of time

May 2015: 7% of time

June 2015: .5% of time

July 2015: .5% of time

August 2015: 1% of time

During this period, the focus was on providing assistance to the President-elect in getting the proposed 2016 Legislative Platform before the EC for approval and then posting on-line for consideration by the membership at the annual meeting.

Public Education and Outreach

January 2015: 6% of time

February 2015: 4% of time

March 2015: 4% of time

April 2015: 3% of time

May 2015: 2% of time

June 2015: 2% of time

July 2015: 2% of time

August 2015: 1% 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 several committee conference calls. Additions to the web pages were also made in preparation for the conference session in September.

The Executive Director also met with Jeff Johnson (AARP Florida State Director) and Laura Cantwell (AARP Florida Associate State Director-Advocacy) in August to discuss a number of ways that the two organizations could partner together. Laura agreed to participate on the Great Places selection committee

Administration, Capital, and Fixed Costs

January 2015: 51% of time

February 2015: 23% of time

March 2015: 43% of time

April 2015: 47 % of time

May 2015: 34% of time

June 2015: 49% of time

July 2015: 20% of time

August 2015: 10% 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. As stated above, since mid-May, the Executive Director has handled all the tasks normally done by the Administrative Assistance since that position became vacant. The Executive Director executed a contract with Partners in Association Management

to handle the bookkeeping responsibilities until the position was refilled in late July. The Executive Director was responsible for advertising the position, reviewing the applications and interviewing the potential candidates.

Action/responses on over 4,000 emails was taken over this period.

Time was spent providing information for and reviewing the draft 2014 compilation and 2014 990. Additionally, time was spent assisting and supporting several of the EC committees, including the Sustainability Committee, FAICP, Conference, and Editorial Committee. This included making arrangements for conference calls, taking meeting notes, and undertaking follow-up activities.

JAM/

Attachment 1
Summary
Chapter Directors/APA Staff Meeting
July 31, 2015

The chapters in attendance were: Michigan, Florida, Texas, Ohio, Colorado and Illinois.

APA staff in attendance (over the course of the day) were: Jim Drinan (Executive Director), Ann Simms (CEO/CFO), Karl Schmidt (Membership), Mike Welch (Leadership and Component Services), Mark Ferguson (Chief Information Officer), Sylvia Lewis (Publications), Liz Knutson (Marketing), Carolyn Torma (Education), Rosemary Regalado (Conference Services), Deene Alongi (National Conference).

Over the day, we had separate meetings with the various staff and learned the following:

- 1) The search for the location for the 2022 national conference is well underway. Apparently 5 locations were looked at (including Orlando) and two potential locations selected. One is Texas and I don't know where the other one is but it is not Orlando. Apparently Deene reached out to the convention center and they would not give her the space she wanted and also were requiring that she pick up 4000 room nights. APA is only looking at locations that can accommodate the conference at the present time – they will not consider locations that may be expanded or built in the future. If you feel that you have a new location within your state that meets the requirements for a national conference, a chapter can send that new information to APA and they will add it to the list of locations if appropriate. I expressed my surprise that the process had already started as we were told last year that all the chapters would be notified when they began, as part of the new transparent selection process. I recommended that, given what had happened last year, APA reach out to the Florida chapter to explain what they did relative to Orlando and why it did not work out
- 2) APA staff list will be going on the website shortly.
- 3) APA will be reviewing its bylaws in 2016 as they have not been looked at in many years – depending on any changes they make, this could affect us as our bylaws have to be consistent with APA's.
- 4) APA is currently undertaking a communications audit – they hired a consultant to look at all their communication tools, including chapter websites. The consultant will be presenting their recommendations sometime during the fall.
- 5) APA is working towards relaunching its foundation.
- 6) APA will be making an image library available to members in a few weeks. It consists of images that APA has copyrights to and any member can use them. When you download the image, the photo credit will come with it.
- 7) APA is currently reworking its website to make it easier to find things. It is scheduled to launch in April before the 2016 conference. The Phoenix conference webpage is the basic prototype of the new version.
- 8) APA will be offering to host chapter webpages on their system as a free service in a year or two – they would construct the pages, host and maintain them on their system but the

- chapter would have administrative access to update the content. I told them I was interested in them looking at our current website to see what we would gain or lose if we switched to their system. I think it is worth exploring as it would save us \$6000/year in website maintenance fees and would also move maintenance to APA.
- 9) APA is reviving the speaker data base for members – this is a resource for finding speakers for events.
 - 10) Under the planning education section of APA’s website, there is a lot of information addressing planning in the classroom. There is curriculum etc.
 - 11) Monica Groh is supposed to be doing the outreach on YPG groups – if she has not contacted our group, we need to let her know we have one.
 - 12) APA Is working on a couple of new marketing efforts. By September, they should have materials on the value of membership. By August, they should have promotional materials for the Early Career Program (they are trying to target retaining students). They will share these materials with the chapters. We said that this is something that chapters could help with – if they gave us the materials and the points that they wanted to have made, we can find members to go to the planning programs and talk about joining APA.
 - 13) There will be a section of the new website that will be devoted to Chapter news – items can be sent to c.cheski@planning.org .
 - 14) APA’s editorial calendar is posted every August. People can submit article ideas to them for consideration. (We should find that calendar when it is posted and let Florida members know what the topics will be and suggest people submit ideas. This may increase the number of Florida-based articles that end up in Planning.)