

## **Executive Director's Report**

*Prepared by Alex Magee  
January 17, 2017*

The purpose of this report is to provide you with the status of Chapter Office activities from October through December 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. (Please note that the Executive Director was on vacation for part of October.)

### **Professional Development**

*January 2016: 16 % of time*

*February 2016: 4% of time*

*March 2016: 24% of time*

*April 2016: 48% of time*

*May 2016: 32% of time*

*June, 2016: 38% of time*

*July 2016: 39 % of time*

*August 2016: 63% of time*

*September 2016: 67 % of time*

*October 2016: 17% of time*

*November 2016: 11 % of time*

*December 2016: 18 % of time*

Final wrap-up on the 2016 conference financials were completed and profit shares were distributed to the appropriate sections. Coordination for the 2017 conference was begun. The Executive Director has provided feedback to the State Conference Committee and the Host Committee Chairs on a number of issues related to the conference.

The Executive Director travelled to West Palm Beach and Sandestin to tour the proposed locations for the 2018 and 2019 conferences. Contract negotiations for the 2018 conference were begun; discussion on the 2019 proposal was also begun.

The Executive Director also coordinated with APA Texas and APA South Carolina regarding the potential for a joint reception at the national conference in New York City.

The Executive Director also participated in a number of calls between APA staff and various chapters and divisions regarding the potential for APA to host chapter and division webpages on their website. The details of what those pages would look like is under discussion.

The Executive Director also worked with Allara Gutcher to submit a Planners4Health grant to APA. The grant was successful and we were actually awarded more money than anticipated. A revised budget was submitted to APA.

Staff also began work on the 2017 Public Policy Workshop. A room block has been arranged with the Comfort Suites on Apalachee Parkway. The Executive Director also had an initial call with Laura Everitt, President-Elect, Barry Wilcox, and Lester Abberger develop an agenda for the meeting. With the assistance of Lester Abberger, panelists were contacted and confirmed. Deposits and other requirements were made to contract the University Center Club as the location for the workshop. Staff went to Domi Station, the location of the reception, and confirmed the location. The Executive Director also worked with the Capital Area Section to develop a walking tour of the Cascades Trail on February 7. The tour will focus on the economic development and revitalization that has stemmed from the creation of this park/trail. Registration is opened the first week of December.

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

*January 2016: 1% of time*

*February 2016: 15% of time*

*March 2016: 2% of time*

*April 2016: 2% of time*

*May 2016: 8% of time*

*June, 2016: 2% of time*

*July 2016: 3% of time*

*August 2016: 1 % of time*

*September 2016: 2 % of time*

*October 2016: 10 % of time*

*November 2016: 4 % of time*

*December 2016: 6 % of time*

During this period, the Executive Director advertised the Minority Scholarship twice and worked with the selection committee to award it to Kevie Defranc, a USF student.

Information continued to be reviewed and gleaned for each issue of the electronic newsletter, issued in October, November and December. The Executive Director worked closely with APA Florida's VP- Communications, Communications Coordinator and Editorial Committee to identify and contact potential authors of substantive articles for the Winter 2017 issue of Florida Planning.

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.

APA Florida's JobMart advertising continued to be used by entities within Florida and revenues from this activity exceeded the budgeted amount by close to 75% .

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. Work also began on creating a Communications calendar for 2017 to help focus posted items.

### **Section Support**

*January 2016: 3% of time*

*February 2016: 3% of time*

*March 2016: 8% of time*

*April 2016: 22% of time*

*May 2016: 7% of time*

*June, 2016: 5% of time*

*July 2016: 1 % of time*

*August 2016: 10 % of time*

*September 2016: 3 % of time*

*October 2016: 4 % of time*

*November 2016: 3 % of time*

*December 2016: 7 % 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 as well as being posted to Vertical Response.

The Executive Director attended the Capital Area Section Annual Meeting to provided initial feedback on proposed bylaw changes.

### **Government Affairs**

*January 2016: 29% of time*  
*February 2016: 29% of time*  
*March 2016: 19% of time*  
*April 2016: .5% of time*  
*May 2016: 0% of time*

*June, 2016: 1 % of time*  
*July 2016: 0 % of time*  
*August 2016: 1% of time*  
*September 2016: .5 % of time*  
*October 2016: 1 % of time*  
*November 2016: 10% of time*  
*December 2016: 9 % of time*

As discussed under Professional Development, staff made arrangements for the 2017 Public Policy Workshop. The Executive Director contacted speakers for these workshops and confirmed them. Registration opened in early December. The Executive Director contacted potential workshop sponsors and coordinated with the Capital Area Section on the details for the mobile tour.

During this period, the Executive Director made arrangements for the LPC meeting to be held on February 7 in conjunction with the Public Policy Workshop. The Executive Director also coordinated an orientation call for the LPC.

The Executive Director also began monitoring the bills being proposed in anticipation of Interim Committee meetings which begin in earnest in January.

### **Public Education and Outreach**

*January 2016: 1% of time*  
*February 2016: 1% of time*  
*March 2016: 3% of time*  
*April 2016: 2% of time*  
*May 2016: 3% of time*

*June, 2016: 2% of time*  
*July 2016: 2% of time*  
*August 2016: 20 % of time*  
*September 2016: .5 % of time*  
*October 2016: 1 % of time*  
*November 2016: 3% of time*  
*December 2016: 2 % 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. Additionally, the Executive Director worked with Lindsay Stevens and the Communications Coordinator to develop a free webinar (hosted on January 4,) titled “Tools for Assessing Impacts from Coastal Flooding and Sea Level Rise”.

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

*January 2016: 24% of time*  
*February 2016: 12% of time*  
*March 2016: 27% of time*  
*April 2016: 25% of time*  
*May 2016: 38% of time*

*June, 2016: 49% of time*  
*July 2016: 6% of time*  
*August 2016: 20 % of time*  
*September 2016: 17 % of time*  
*October 2016: 22 % of time*  
*November 2016: 48 % of time*  
*December 2016: 19 % 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.

A significant amount of time was spent making arrangements for the November retreat. This included finding a facilitator, making hotel and meeting space arrangements, and working on the BEOS for the event.

Additionally, per EC direction, the Executive Director solicited legal services to provide the EC with an opinion on the impact of changes to the federal overtime rules.

Action/responses on over 6,000 emails was taken over this period.

Additionally, time was spent assisting and supporting several of the EC committees, including the Sustainability Committee, Conference Committee, Emerging Topics Committee, Editorial Committee, and Sponsorship Committee. This included making arrangements for conference calls, taking meeting notes, helping with tasks, and undertaking follow-up activities.

The Executive Director also participated in calls related to the Metropole grant. An intern position under that grant was advertised. Interviews were held and Brian Broedell, a second year DURP was hired. He began on December 9 and will be working to translate the grant project results into a presentation/powerpoint that can be used for a webinar or as a conference presentation.

The Executive Director also met with Theriaque and Spain and was successful in getting them to renew their annual sponsorship for another year.

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