

Executive Director's Report

*Prepared by Alex Magee
January 13, 2016*

The purpose of this report is to provide you with the status of Chapter Office activities from November through December 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

September 2015: 75 % of time

October 2015: 29% of time

November 2015: 4 % of time

December 2015: 16% of time

Final wrap-up on the 2015 conference financials were completed. Coordination for the 2016 conference was begun. The Executive Director has provided feedback to the State Conference Committee and the Host Committee Chairs on a number of issues and travelled to Hollywood for a kick-off meeting on November 17th.

The Executive Director also coordinated with APA North Carolina on the reception at the national conference in Seattle. A Joint Southeast Chapter and Planning Schools reception will take place, with APA North Carolina organizing it. It will be held on Monday night of the conference and details will be sent to all Florida registrants closer to the conference. APA Florida will contribute \$750 to the event and the planning schools will be asked to contribute \$250 each.

Additionally, the Executive Director has received and is reviewing contracts for the 2017 conference in Daytona Beach.

The Executive Director also participated in a conference call between APA AICP staff and other Chapter Executive Directors to discuss what is happening in the AICP process. This call stemmed from the earlier meeting between APA staff and Chapter Executive Directors in Chicago. The Executive Director also participated in the quarterly Chapter Directors Conference call in early December.

The Executive Director also worked with APA staff to organize a conference call with Florida applicants regarding their recent proposals for the health initiative that APA is working on. The Executive Director also participated in that call.

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

September 2015: 4 % of time

October 2015: 4% of time

November 2015: 11% of time

December 2015: 4% of time

During this period, the Executive Director worked with Melissa Zornitta to create the Minority Scholarship Review Committee and made arrangements for the review of the submitted applications. Disbursement of the scholarship was also completed during this period.

Information continued to be reviewed and gleaned for each issue of the electronic newsletter, issued in November and December. The Executive Director worked closely with APA Florida's Interim VP- Communications, Communications Coordinator and Editorial Committee to identify and contact potential authors of substantive articles for the Winter 2016 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 90% .

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 2016 to help focus posted items.

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

September 2015: 1% of time

October 2015: 3% of time

November 2015: 5% of time

December 2015: 8% 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. The Executive Director participated in the Section Chairs Orientation on September 8.

Using the chapter's Survey Monkey account, the Executive Director created and administered two voting polls for the Atlantic Coast Section in November: Elections; and Proposed Amendments to the Atlantic Coast Bylaws.

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 lists are also forwarded to the Communications Consultant to be uploaded into Vertical Response.

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

September 2015: 1% of time

October 2015: 9% of time

November 2015: 18% of time

December 2015: 12% of time

Staff made arrangements for the 2016 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 2 in conjunction with the Public Policy Workshop.

Interim committee meetings began during this time period as the 2016 Legislative Session began on January 12. The Executive Director monitored the bills being proposed and posted regular updates and bill tracking reports on the website.

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

September 2015: .5% of time

October 2015: 1% of time

November 2015: 3 % of time

December 2015: 2% of time

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

Additionally, work on the Winter issue of Florida Planning began and the Executive Director reviewed two issues of the electronic newsletter were developed and distributed during this period.

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

September 2015: 20% of time

October 2015: 12% of time

November 2015: 40 % of time

December 2015: 20% 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.

In December, the Executive Director met with Allara Gutcher, Interim Treasurer, to help her transition into the position.

Action/responses on over 4,600 emails was taken over this period.

The Executive Director made the arrangements for the November 2015 and January 2016 EC meetings. Additionally, time was spent assisting and supporting several of the EC committees, including the Sustainability Committee, State Conference Committee, and Editorial Committee. This included making arrangements for conference calls, taking meeting notes, and undertaking follow-up activities. The Executive Director also created a survey for the Emerging Topics Committee in October and concluded the administration of that survey in mid-November.

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