

Executive Director's Report

*Prepared by Alex Magee
June 15, 2017*

The purpose of this report is to provide you with the status of Chapter Office activities from April through June 15 2017 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 two Quarterly Executive Committee Meeting. In addition, the legislative session occurred during this quarter.

Professional Development

January 2017: 11% of time

February 2017: 13% of time

March 2017: 14% of time

April 2017: 16% of time

May 2017: 55% of time

June 2017: 24 % of time

Work on the 2017 conference moved forward. The Executive Director participated in many calls with the VP-Conference Services. Over this reporting period, the bulk of the time was spent soliciting sponsors and exhibitors; negotiating and executing contracts for offsite receptions, the exhibit company, keynote speakers, reception music providers; and working on the preliminary program. Work on the menus at the convention center and reception locations was begun. Contracts with the bus company were also executed. Required deposits were processed and paid. The Executive Director worked with the VP-Conference Services and APA to get the registration site set up.

The Project Award and Student Award nominations were collected and distributed to the Project Awards Committee. Additionally, the Leadership Award nominations were sought and compiled for the EC.

During this period, the Executive Director attended the National APA Conference in New York City and participated in the various leadership meetings, the Delegates Assembly, Chapter Executive Directors meeting and a website meeting with APA staff. She also assisted the Michigan Chapter by creating a projects award review team for them, soliciting FAICP members to serve on it.

Membership Services/Growth/Communication

January 2017: 3% of time

February 2017: 6% of time

March 2017: 2% of time

April 2017: 1 % of time

May 2017: 2 % of time

June 2017: 5% of time

Information continued to be reviewed and gleaned for each issue of the electronic newsletter, issued in April and May. 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 Spring and Summer issues of Florida Planning.

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.

The Executive Director also participated in a conference call with a USF graduate planning student to talk about non-profits; the student was required to talk to an executive director of a non-profit to fulfill a class requirement.

The Executive Director also arranged and participated in a call between APA and chapter YPG leadership to discuss bylaws, and worked with the chapter Secretary and YPG chair to incorporate additional language regarding YPG makeup into the proposed chapter bylaw amendments.

Section Support

January 2017: 4% of time

February 2017: 3% of time

March 2017: 4% of time

April 2017: 7 % of time

May 2017: 6 % of time

June 2017: 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.

The Executive Director worked with VP-Section Affairs and PDO to solicit and distribute competitive section grants over this time period.

Government Affairs

January 2017: 17% of time

February 2017: 39% of time

March 2017: 34% of time

April 2017: 34% of time

May 2017: 9 % of time

June 2017: 1% 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 and weekly legislative updates. A final summary of major bills passed in the 2017 session was compiled and sent out to all members. Throughout the session, the Executive Director responded to member requests for information about bills.

During this period, the Executive Director provided assistance to the LPC as they drafted the proposed 2018 Legislative Platform.

Public Education and Outreach

January 2017: 4% of time

February 2017: 2% of time

March 2017: 4% of time

April 2017: 2% of time

May 2017: 1% of time

June 2017: 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 2017: 33% of time

February 2017: 31% of time

March 2017: 28% of time

April 2017: 32% of time

May 2017: 14% of time

June 2017: 36% 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. During this period, the Executive Director also made arrangements for the June Executive Committee meetings and prepared the agenda packets for the meeting.

Time was spent providing information for the 2016 990.

Additionally, time was spent assisting and supporting several of the EC committees, including the Sustainability Committee, Conference Committee, Bylaws, FAICP Nominations, and Editorial Committee. This included making arrangements for conference calls, taking meeting notes, and undertaking follow-up activities. The Executive Director also provided assistance in the drafting of the 2018, SOP, Budget and Legislative Platform.

The Executive Director also continued to provide direction and work with Brian Broedell, intern, of the Metropole grant project.

The Executive Director has also participated in a number of web meetings with APA as they move to create a pilot project of hosting chapter webpages on the APA website.

The Executive Director also worked with the Treasurer to execute a contract for the development of the school educational modules.

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