

## **Executive Director's Report**

*Prepared by Alex Magee  
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The purpose of this report is to provide you with the status of Chapter Office activities from January through February 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.

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.

### **Professional Development**

*January 2015: 4 % of time*

*February 2015: 4% of time*

Coordination for the 2015 conference continued during this period. The Executive Director has provided feedback to the Host Committee Chair and VP- Conference Affairs on a number of issues. Initial work on the 2015 Project Awards process was also begun during this period.

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 Kim Lovern and the Capital Area Section for their great help in making these events a success.

Additionally during this time period, the Executive Director provided feedback and information to the Georgia Chapter who is organizing the joint reception at the National Conference. APA Florida will be contributing \$750. The reception will be held at the Rock Bottom Brewery on April 20<sup>th</sup> from 6:15 -8:15 pm. The location is about two blocks from the conference location.

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

*January 2015: 16% of time*

*February 2015: 25% of time*

During this period, the Executive Director, in coordination with the President, interviewed and hired a new Communication Coordinator. This position is designed to be responsible for social media outreach of all forms, be responsible for development of the electronic newsletters and Florida Planning; working to insure that all Chapter

communications have a similar format and accurately convey the organization's message. Patti Shea was hired and began in late January.

Information continued to be reviewed and gleaned for each issue of the electronic newsletter, issued in January and February. The Executive Director worked closely with APA Florida's Secretary and Editorial Committee to identify and contact potential authors of substantive articles for the Winter 2015 issue of Florida Planning. The Executive Director worked closely with the Graphic Designer on the layout and editing of the newsletter, and drafted and sent out the electronic version. In the coming months, the new Communications Coordinator will be taking the lead in the preparation of the electronic newsletters and Florida Planning, with oversight from the Executive Director.

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, workshop-related questions, address changes, legislative issues, and other similar questions. Welcome letters to new members were sent out when membership rosters were received from APA.

APA Florida's JobMart advertising continued to be used by entities within Florida. Additionally, web site content was updated periodically.

Work on the MAPs pilot program also continued during this period. The Executive Director worked with Jeff Brown of FSU DURP to make arrangements and host a MAP Meeting in conjunction with the Public Policy Workshop.

The Executive Director also made arrangements for Kathie Ebaugh, Dodie Selig, and Andre Anderson to represent the Chapter at the Florida Civic Advance Summit in February. The Executive Director also attended the summit and served as a recorder for one of the subgroups.

### **Section Support**

*January 2015: 3% of time*

*February 2015: 3% 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 section grant requests and participated in the Section Grants Committee call to approve non-competitive grant requests.

### **Government Affairs**

*January 2015: 9% of time*

*February 2015: 31% of time*

Legislative committee meetings continued during this period and staff continued to monitor activity. Weekly Bill Tracking Reports and legislative updates were provided to the Executive Committee and the LPC during this time period. Weekly updates were also posted on 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.

The Executive Director coordinated with the Legislative Representative and President-Elect to solicit comments from the LPC on the proposed “connected-cities corridor” bill. Additionally, as described under Professional Development, the Executive Director continued the required work to arrange and hold the 2015 Public Policy Workshop and Reception. During this period, the Executive Director also made arrangements for the Legislative Policy Committee meeting in early February.

### **Public Education and Outreach**

*January 2015: 6% of time*

*February 2015: 4% of time*

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

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

*January 2015: 51% of time*

*February 2015: 23% 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.

Based on direction from the EC, the Executive Director established the CD – ladder investment during this period.

Time was spent assisting and supporting several of the EC committees, including the Finance Committee, Sustainability Committee, Emerging Topics, Bylaws, and Editorial Committee. This included making arrangements for conference calls, taking meeting notes, and undertaking follow-up activities.

The Executive Director participated in the APA Quarterly Legislative Briefing Webinar in February. She also travelled to Hollywood to attend a workshop related to the Metropole grant in late January.

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