

Executive Director's Report

*Prepared by Alex Magee
August 25, 2014*

The purpose of this report is to provide you with the status of Chapter Office activities from June through July 2014 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 2014: 3% of time

February 2014: 11% of time

March 2014: 11% of time

April 2014: 34 % of time

May 2014: 21% of time

June 2014: 30% of time

July 2014: 26% of time

The percentages from June through July clearly demonstrate that as the conference neared, the commitment to conference related activities 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
- ◆ negotiating and executing conference related contracts
- ◆ finalizing keynote speaker commitments and arrangements
- ◆ preparing and issuing 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

Additionally during this period, the Executive Director continued negotiations with Tampa Convention Center and Embassy Suites Hotel regarding arrangements for the 2016 conference in Tampa.

Membership Services/Growth/Communication

January 2014: 18% of time

February 2014: 21% of time

March 2014: 13% of time

April 2014: 5% of time

May 2014: 17% of time

June 2014: 11% of time

July 2014: 12% of time

Information continued to be reviewed and gleaned for each issue of the electronic newsletter, issued in June and July. The Executive Director worked closely with APA Florida's Secretary and Editorial Committee to identify and contact potential authors of substantive articles for the Summer 2014 issue of Florida Planning. The Executive Director worked closely with the Graphic Designer on the layout and editing of the newsletter. Work also began on the Fall newsletter which will focus on the conference and related events.

Additionally electronic newsletters were developed and sent out in June and July.

A good deal of time this period was spent working with an intern to create a Resilience section on the Livable Florida webpage. Several calls with the Sustainability committee were arranged and conducted.

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

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, Additionally web site content was updated often.

The Executive Director also provided assistance to the YPG group regarding the initiation of a mentor process and the Great Places in Florida effort.

Section Support

*January 2014: 3 % of time
February 2014: 4% of time
March 2014: 5 % of time
April 2014: 3% of time
May 2014: 6% of time*

*June 2014: 6% of time
July 2014: 5% 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. This included a number of requests regarding the new website and its use. 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.

Government Affairs

*January 2014: 31% of time
February 2014: 21% of time
March 2014: 26% of time
April 2014: 10% of time
May 2014: 8% of time*

*June 2014: 3% of time
July 2014: 1% of time*

During this period, the focus was on the development of a DRI Working Group to provide input to legislative staff in the fall.

Public Education and Outreach

January 2014: 1% of time
February 2014: 2% of time
March 2014: 16% of time
April 2014: 7% of time
May 2014: 6% of time

June 2014: 5% of time
July 2014: 2% of time

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

As described above under Membership, a significant amount of work involved expanding the Livable Florida resource on the website.

Administration, Capital, and Fixed Costs

January 2014: 23% of time
February 2014: 38% of time
March 2014: 25% of time
April 2014: 41% of time
May 2014: 31% of time

June 2014: 40% of time
July 2014: 13% 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 time was spent assisting and supporting several of the EC committees, including the Sustainability Committee, Nominations Committee and Editorial Committee. This included making arrangements for conference calls, taking meeting notes, and undertaking follow-up activities. Additionally, significant time was spent coordinating with the election candidates to compile position statements, and working with APA to set up the ballot and election system.

In July, the Executive Director participated in a call with Jennie Gordon, new Senior Leadership Coordinator with APA, to meet her and discuss APA Florida. Brian Teeple and Melissa Zornitta also participated in the call.

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