

## **Executive Director's Report**

*Prepared by Alex Magee  
August 24, 2017*

The purpose of this report is to provide you with the status of Chapter Office activities from June through August 24 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. Also note that annual leave was taken in July.

### **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: 30% of time*

*July 2017: 36 % of time*

*August 2017: 48% of time*

The percentages from June through August clearly demonstrate that as the conference neared, the commitment to conference related activities dramatically intensified. Conference related tasks during this period included but are not limited to 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
- ◆ gathering information for the scavenger hunt and passport
- ◆ negotiating and executing conference related contracts
- ◆ finalizing keynote speaker commitments and arrangements
- ◆ 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
- ◆ reviewing, amending and signing BEOs
- ◆ reviewing and editing conference brochure, exhibitor guide, annual awards brochure, annual report
- ◆ ordering awards, ribbons, badge paper, name badge holders etc.

### **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: 4% of time*

*July 2017: 1 % of time*

*August 2017: 11% of time*

Information continued to be reviewed and gleaned for each issue of the electronic newsletter, issued in June, July and August. 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 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.

### **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: 6% of time*

*July 2017: 2 % of time*

*August 2017: 4% 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 President Elect to review and update information and powerpoint presentation for a Section Leadership Training to be held o September 5.

### **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*

*July 2017: 0 % of time*

*August 2017: 1% of time*

During this period, the focus was on providing assistance to the President-elect in getting the proposed 2017 Legislative Platform before the EC for approval and then posting on-line for consideration by the membership at the annual meeting.

**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  
July 2017: 0 % of time  
August 2017: 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 and set up/participated in committee conference calls.

The Executive Director has also provided assistance to the adhoc committee which is working on the classroom educational materials.

The Executive Director was also invited to participate on a panel being organized by AARP for the national AARP conference in Dallas in early November. The topic will be “The Role of Statewide Partnerships in Livable Communities” and AARP will cover travel expenses.

**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: 40% of time  
July 2017: 13 % of time  
August 2017: 27% 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 and September Executive Committee meetings and prepared the agenda packets for the meetings.

Time was spent providing information and reviewing the 2016 tax returns.

Additionally, time was spent assisting and supporting several of the EC committees, including the Sustainability Committee, Conference Committee, Bylaws, 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 worked with the Treasurer to manage a contract for the development of the school educational modules.

The Executive Director also made arrangements for and participated in a free webinar based on the Metropole project. Other speakers included CJ Reynolds, with USF and David Lewis, with Save The Bay in Oakland California. Approximately 140 people participated in the webinar and the evaluations were very good.

Action/responses on over 7500 emails was taken over this period.

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