

Executive Director's Report

*Prepared by Alex Magee
January 15, 2015*

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

August 2014: 58%of time

September 2014: 44% of time

October 2014:13% of time

November 2014: 28 % of time

December 2014: 3 % of time

Final wrap-up on the 2014 conference financials were completed. Coordination for the 2015 conference was begun. The Executive Director has provided feedback to the Host Committee Chairs on a number of issues and travelled to Hollywood for a kick-off meeting on November 17th.

Staff also made arrangements for the 2015 Public Policy Workshop. Contracts were executed with the University Center Club at the FSU Stadium, with the reception being held on the February 4th and the workshop being held on February 5th. 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.

The Executive Director also coordinated with APA Georgia on the reception at the national conference in Seattle. A Joint Southeast Chapter and Planning Schools reception will take place, with APA Georgia organizing it. APA Florida will contribute \$750 to the event and the schools will be asked to contribute \$250 each.

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

August 2014: 3% of time

September 2014:12% of time

October 2014: 18% of time

November 2014: 7 % of time

December 2014: 15 % of time

Information continued to be reviewed and gleaned for the quarterly newsletter, issued in November. 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 to be issued in late January 2015. Additionally electronic newsletters were developed and sent out in November and December.

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. The Executive Director informed RB Oppenheim that this

work was going to be internalized and that the contract would not be renewed. Working with the President, a job description for the new Communications Coordinator was prepared and advertised.

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, 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.

Work on the MAPs program was conducted during this period.

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
August 2014: 3% of time
September 2014:3% of time
October 2014: 4% of time
November 2014: 3 % of time
December 2014: 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. However the office is also beginning to receive member questions via the website contact form so that is encouraging.

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. 2015 calendars and budgets from the sections were collected and conference profits shared as appropriate.

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
August 2014: 2% of time
September 2014: 2% of time
October 2014: 4% of time
November 2014: 8 % of time
December 2014: 11 % of time*

During this period, the Executive Director assisted the President-Elect with the organization of the Legislative Policy Committee and the preparation for an LPC Orientation conference call, held on December 11th. Additionally a significant amount of time was spent on preparations for the 2015 Public Policy Workshop.

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
August 2014: 1% of time
September 2014: 6% of time
October 2014: 3% of time
November 2014: 3 % of time
December 2014: 5 % 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 two issues of the electronic newsletter were developed and distributed during this period.

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
August 2014: 24% of time
September 2014: 25% of time
October 2014: 26% of time
November 2014: 46 % of time
December 2014: 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.

A significant time was spent assisting and supporting several of the EC committees, including the Sustainability Committee, LPC, Editorial Committee, Bylaws, Chapter Office Task Group. This included making arrangements for conference calls, taking meeting notes, and undertaking follow-up activities.

Additionally, the Executive Director was responsible for the arrangements for the November retreat and Executive Committee meeting. With the President-Elect, the Executive Director prepared and conducted an EC orientation for the executive committee members.

The Executive Director advertised and interviewed for the Bookkeeper/Administrative Assistant position, as Ricki Sexton tendered her notice effective the end of November. Kim Lovern was selected and began working in the office on December 22nd. As described above, the new Communications Coordinator position was also advertised during this period.

The Executive Director attended the Fall Capital Area Section Social in Tallahassee and presented Bruce Ritchie with the chapter Outstanding Media Award.

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