

Executive Director's Report

*Prepared by Alex Magee
June 11, 2015*

The purpose of this report is to provide you with the status of Chapter Office activities from March through May 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.

Professional Development

January 2015: 4 % of time

February 2015: 4% of time

March 2015: 8% of time

April 2015: 13 % of time

May 2015: 46% of time

Work on the 2015 conference moved forward. The Executive Director participated in many calls with the Host Conference Chair and VP- Conference Services, and travelled to Hollywood on May 6 for a number of conference-related activities. Over the this reporting period, the bulk of the time was spent soliciting sponsors and exhibitors, working on contracts for offsite receptions, the exhibit company, AV company, keynote speakers, working on BEOs with the hotel, and working on the preliminary program. The Executive Director also coordinated with APA to provide information for the development of the registration site.

The Project Award and Student Award program was announced and posted on the web, in the enews and through our social media outlets. Staff uploaded all the received nominations to a Drop Box for access by the Project Awards Committee.

During this time, the Leadership Awards and the FAICP Nomination Cycle were also announced.

Additionally, during this period, the Executive Director worked with President Zornitta to select and coordinate with delegates for the APA Delegates Assembly in Chicago. The Executive Director also participated in the assembly.

Membership Services/Growth/Communication

January 2015: 16% of time

February 2015: 25% of time

March 2015: 1% of time

April 2015: 2% of time

May 2015: 7% of time

Information continued to be reviewed and gleaned for each issue of the electronic newsletter, issued in March, 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 2015 issue of Florida Planning. The Executive Director worked closely with the Communications Coordinator and the Graphic Designer on the layout and editing of the newsletter. Work also began on the Summer newsletter.

The Executive Director worked regularly with the Communications Coordinator to provide guidance on APA Florida's social media interaction. Several conference calls were held with the Interim VP- Communications to develop a strategy for each of our social platforms and creating new content for them.

The Executive Director also worked with the Interim VP-Communications and the Communications Coordinator to research and begin work on creating templates on Vertical Response for the sections and chapter to use for electronic news blasts.

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, For the latter half of May when the bookkeeper/administrative assistant position became vacant, the Executive Director handled all aspects of job postings Additionally web site content was updated often.

Section Support

January 2015: 3% of time

February 2015: 3% of time

March 2015: 4% of time

April 2015: 4% of time

May 2015: 6% 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 the second round of section grant requests and participated in the Section Grants Committee call to approve grant requests. The Executive Director also participated in a Section Chairs conference call in May.

Government Affairs

January 2015: 9% of time

February 2015: 31% of time

March 2015: 24% of time

April 2015: 23% of time

May 2015: 7% of time

During this period, the Executive Director followed legislative activities, disseminating items of interest to the LPC and Executive Committee. Additionally, pertinent information was posted on the website, and on the Twitter, LinkedIn and Facebook pages. Weekly bill tracking reports were created and posted on the legislative page of the

website. Additionally staff researched, developed content, and created/distributed bi-weekly Legislative Reporters. Post session, the Executive Director compiled a detailed summary of the major bills that were passed and disseminated it to the members, as well as posted it on the website.

During this period, the Executive Director provided assistance to the LPC as they drafted the proposed 2016 Legislative Platform.

Public Education and Outreach

January 2015: 6% of time

February 2015: 4% of time

March 2015: 4% of time

April 2015: 3% of time

May 2015: 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 a committee conference call in April.

Administration, Capital, and Fixed Costs

January 2015: 51% of time

February 2015: 23% of time

March 2015: 43% of time

April 2015: 47 % of time

May 2015: 34% 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. As stated above, since mid-May, the Executive Director has handled all the tasks normally done by the Administrative Assistance since that position became vacant. The Executive Director executed a contract with Partners in Association Management to handle the bookkeeping responsibilities until the position is refilled.

Time was spent providing information for and reviewing the draft 2014 compilation and 2014 990. Additionally, time was spent assisting and supporting several of the EC committees, including the Sustainability Committee, FAICP, Conference, 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 2016 SOP, Budget and Legislative Platform. The Executive Director travelled to Patrick Air Force Base in March to meet with the Treasurer.

The Executive Director also made all the arrangements for the March Executive Committee meeting during this period.

The Executive Director attended the APA conference in Seattle and participated in the Executive Directors meeting while there.

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