

## Executive Director's Report

*Prepared by Alex Magee  
November 5, 2015*

The purpose of this report is to provide you with the status of Chapter Office activities from September through October 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. (Please note that the Executive Director was on vacation for part of October.)

### **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*

*June 2015: 32% of time*

*July 2015: 36% of time*

*August 2015: 79% of time*

*September 2015: 75 % of time*

*October 2015: 29% of time*

Conference related tasks clearly dominated the work effort during this time period. September was dominated by the final preparations for the conference as well as activities focused on the actual implementation of the conference itself. Post conference activities dealt with handwriting thank you notes to sponsors and exhibitors, coordinating sponsor benefits, closing out conference expenses and finalizing the conference revenues and costs, and following up with outstanding sponsor/exhibitor commitments.

The main work items included:

- ◆ Finalize BEOS and food count for the Diplomat
- ◆ Working with printer to proof conference program, award brochure, exhibitor guide, scavenger hunt
- ◆ day-to-day issues associated with the conference itself
- ◆ working with APA on registration
- ◆ following up on outstanding payments for exhibitors and sponsors
- ◆ developing President's Agenda documents
- ◆ working on exhibitor contact and exhibit hall activities, including exhibitor kits and name badges
- ◆ handwriting over 70 thank you letters to exhibitors and sponsors
- ◆ sorting and attaching ribbons to name badges
- ◆ making registrant packets
- ◆ reviewing final invoices and paying the bills
- ◆ finalizing conference costs and revenues
- ◆ running name badges for non-registered speakers and on-site registrants
- ◆ coordinating and assisting the Project Awards Chair
- ◆ ordering and proofing project and chapter awards
- ◆ developing and proofing of the Awards Brochure, Exhibitor Guide, and Scavenger Hunt
- ◆ responding to member and other inquiries related to the conference
- ◆ developing and distributing post-conference survey
- ◆ working with the Social Media consultant to develop a plan for using social media at the conference
- ◆ develop and prepare materials for the Annual Business Meeting

The Executive Director also travelled to Daytona Beach to look at the Ocean Center and the Hilton as potential venues for a conference.

Staff also began work on the 2016 Public Policy Workshop. A room block was also arranged with the Comfort Suites on Apalachee Parkway. The Executive Director travelled to Orlando to meet with the President-Elect to begin a draft agenda for the workshop. The Capital Area Section was also contacted about the potential for a mobile workshop session to be held the day before the workshop. They are pursuing an option to focus on Wakulla Springs issues and protections combined with the Wakulla Springs river cruise. Registration is anticipated to open the first week of December.

### **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*

*June 2015: 6% of time*

*July 2015: 1% of time*

*August 2015: 1% of time*

*September 2015: 4 % of time*

*October 2015: 4% of time*

Information continued to be reviewed and gleaned for each issue of the electronic newsletter, issued in September and October. 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 Winter 2015 issue of Florida Planning.

Staff also worked with the Interim VP-Communications and the Communications Coordinator to finish 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,

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

The Executive Director also attended the FRCA meeting in Orlando on September 30.

### **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*

*June 2015: 6% of time*

*July 2015: 5% of time*

*August 2015: 1% of time*

*September 2015: 1% of time*

*October 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. The Executive Director participated in the Section Chairs Orientation on September 8.

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 2015: 9% of time*

*February 2015: 31% of time*

*March 2015: 24% of time*

*April 2015: 23% of time*

*May 2015: 7% of time*

*June 2015: .5% of time*

*July 2015: .5% of time*

*August 2015: 1% of time*

*September 2015: 1% of time*

*October 2015: 9% of time*

During this period, the focus was on providing assistance to the President-elect in getting the proposed 2016 Legislative Platform before the EC for approval and then posting on-line for consideration by the membership at the annual meeting.

Interim committee meetings began during this time period as the 2016 Legislative Session begins in early 2016. The Executive Director monitored the bills being proposed and posted regular updates and bill tracking reports on the website.

Additionally, the Executive Director worked with the Legislative Leadership Team and the LPC to review and submit comments on a proposed rule by the Florida Board of Professional Engineers. This proposed rule would create a definition of “traffic engineering” and identify a number of tasks that must be performed by a professional engineer.

### **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*

*June 2015: 2% of time*

*July 2015: 2% of time*

*August 2015: 1% of time*

*September 2015: .5% of time*

*October 2015: 1% of time*

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

Staff coordinated with the YPG group to promote the Great Places in Florida People’s Choice Award. The Executive Director also made arrangements for the production of the award and travelled to Fernandina Beach to participate in the award ceremony in late October.

### **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*

*June 2015: 49% of time*

*July 2015: 20% of time*

*August 2015: 10% of time*

*September 2015: 20% of time*

*October 2015: 12% 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.

Action/responses on over 3,600 emails was taken over this period.

The Executive Director made the arrangements for the September EC meeting as well as the Annual Membership meeting on September 8. 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.

During this time period, the Executive Director also attended the Florida Chambers Future of Florida Forum in Orlando. The Executive Director participated on a panel at the Academy of Managed Care Pharmacy conference in Kissimmee. The panel topic was on “Grasstops Advocacy” and our participation was suggested by Jason Jordan.

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