

## Executive Director's Report

*Prepared by Alex Magee  
October 24, 2016*

The purpose of this report is to provide you with the status of Chapter Office activities from August through October 20, 2016 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 2016: 16 % of time*

*February 2016: 4% of time*

*March 2016: 24% of time*

*April 2016: 48% of time*

*May 2016: 32% of time*

*June, 2016: 38% of time*

*July 2016: 39 % of time*

*August 2016: 63% of time*

*September 2016: 67 % of time*

*October 2016: 16 % of time*

Conference related tasks clearly dominated the work effort during this time period. August was dominated by the final preparations for the conference; September and October focused on the actual implementation of the conference itself and post conference activities. 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 Tampa Convention Center
- ◆ 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

Staff also began work on the 2017 Public Policy Workshop. A room block has been arranged with the Comfort Suites on Apalachee Parkway. The Executive Director also had an initial call with Laura Everitt, President-Elect, to begin to discuss an agenda for the meeting. The Capital Area Section was also contacted about the potential for a mobile workshop session to be held the day before the workshop. Registration is anticipated to open the first week of December.

### **Membership Services/Growth/Communication**

*January 2016: 1% of time*

*February 2016: 15% of time*

*March 2016: 2% of time*

*April 2016: 2% of time*

*May 2016: 8% of time*

*June, 2016: 2% of time*

*July 2016: 3% of time*

*August 2016: 1 % of time*

*September 2016: 2 % of time*

*October 2016: 4 % of time*

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

### **Section Support**

*January 2016: 3% of time*

*February 2016: 3% of time*

*March 2016: 8% of time*

*April 2016: 22% of time*

*May 2016: 7% of time*

*June, 2016: 5% of time*

*July 2016: 1 % of time*

*August 2016: 10 % of time*

*September 2016: 3 % of time*

*October 2016: 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, conducted a Section Orientation for the Orlando Metro Section on August 5. The Executive Director provided assistance to that same section with respect to holding elections via Survey Monkey.

**Government Affairs**

January 2016: 29% of time  
February 2016: 29% of time  
March 2016: 19% of time  
April 2016: .5% of time  
May 2016: 0% of time

June, 2016: 1 % of time  
July 2016: 0 % of time  
August 2016: 1% of time  
September 2016: .5 % of time  
October 2016: 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.

Additionally, the Executive Director responded to a request for a meeting with OPPAGA staff relative to their upcoming review of the Department of Economic Opportunity.

**Public Education and Outreach**

January 2016: 1% of time  
February 2016: 1% of time  
March 2016: 3% of time  
April 2016: 2% of time  
May 2016: 3% of time

June, 2016: 2% of time  
July 2016: 2% of time  
August 2016: 20 % of time  
September 2016: .5 % of time  
October 2016: 1 % 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. With Lindsay Stevens, Emerging Topics Committee Chair, the Executive Director travelled to Tampa to attend a meeting on the Metropole grant.

Additionally, the Executive Director worked with Lindsay Stevens, Tim Chapin and the Communications Coordinator to host a webinar on August 15, titled” Demographics are Destiny!”

**Administration, Capital, and Fixed Costs**

January 2016: 24% of time  
February 2016: 12% of time  
March 2016: 27% of time  
April 2016: 25% of time  
May 2016: 38% of time

June, 2016: 49% of time  
July 2016: 6% of time  
August 2016: 20 % of time  
September 2016: 17 % of time  
October 2016: 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.

A significant amount of time was spent making arrangements for the November retreat. This included finding a facilitator, making hotel and meeting space arrangements, and working on the BEOS for the event.

In mid-September, the Executive Director travelled to Washington DC to make a presentation on the chapter’s legislative advocacy program at APA’s Fall leadership meetings.

Additionally, per EC direction, the Executive Director solicited legal services to provide the EC with an opinion on the impact of changes to the federal overtime rules.

Action/responses on over 7,000 emails was taken over this period.

Additionally, time was spent assisting and supporting several of the EC committees, including the Sustainability Committee, Conference Committee, Project Awards Committee, Emerging Topics Committee, Editorial Committee, and Sponsorship Committee. This included making arrangements for conference calls, taking meeting notes, and undertaking follow-up activities. With Lindsay Stevens, Emerging Topics Committee Chair, the Executive Director travelled to Tampa to attend a meeting on the Metropole grant.

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