

Executive Director's Report

*Prepared by Alex Magee
October 25, 2017*

The purpose of this report is to provide you with the status of Chapter Office activities from Mid-August through October, 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 October.

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: 59% of time

September 2017: 60% of time

October 2017: 7% 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 Convention Center and receptions
- ◆ 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 60 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
- ◆ working with cancelled sessions to organize, promote, and host eight Virtual Conference sessions

Staff also began work on the 2017 Public Policy Workshop. Arrangements have been made for a group block at the Comfort Suites Hotel. The Executive Director also had an initial call with Laura Everitt, President-Elect and Lester Abberger to work on an agenda for the meeting. Registration is anticipated to open the first week of December.

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: 9 % of time

September 2017: 8% of time

October 2017: 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 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, 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: 3% of time

September 2017: 3% of time

October 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 in powerpoint presentation for a Section Leadership Training held on 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
September 2017: 2% of time
October 2017: 13 % 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 began monitoring bills being submitted for the 2018 Legislative Session which begins in early January. The Executive Director also participated in a meeting at with David Powell and Gary Hunter of Hopping Green to discuss their proposed DRI bill. The draft language was sent to the Legislative Policy Committee for comment. The comments were summarized and sent to David Powell and Gary Hunter.

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: 1% of time
September 2017: 2% of time
October 2017: 2% of time

Changes to the website were made with regard to conference related information, the Virtual Conference, 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 on November 14-16. The topic will be “The Role of Statewide Partnerships in Livable Communities” and AARP will cover travel expenses.

The Executive Director and President will also be attending the Florida Civic Advance Summit on November 6-7 in Orlando.

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: 22% of time
September 2017: 12% of time
October 2017: 10% 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 September and November Executive Committee meetings and prepared the agenda packets for the meetings.

Additionally, time was spent assisting and supporting several of the EC committees, including the Sustainability Committee, Conference Committee, 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.

Action/responses on over 5000 emails was taken over this period.

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