

## Executive Director's Report

*Prepared by Alex Magee  
August 24, 2016*

The purpose of this report is to provide you with the status of Chapter Office activities from June through August 24, 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. Also note that annual leave was taken in July.

### **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: 64% of time*

The percentages from June through August clearly demonstrate that as the conference neared, the commitment to conference related activities dramatically intensified. Conference related tasks during this period included but are not limited to the following:

- ◆ working with APA on registration
- ◆ making solicitations for exhibitors and sponsors
- ◆ acquiring the information and electronic ads needed for the final program
- ◆ working on exhibitor contact and exhibit hall activities
- ◆ gathering information for the scavenger hunt and passport
- ◆ negotiating and executing conference related contracts
- ◆ finalizing keynote speaker commitments and arrangements
- ◆ overseeing the preparation and issuance of multiple conference related broadcast emails
- ◆ preparing materials for the Annual Business Meeting and fulfilling notice requirements
- ◆ coordinating and assisting the Project Awards Chair
- ◆ responding to member and other inquiries related to the conference
- ◆ updating the conference web page
- ◆ coordinating with the Social Media consultant to periodically post conference related information
- ◆ reviewing, amending and signing BEOs
- ◆ reviewing and editing conference brochure, exhibitor guide, annual awards brochure, annual report
- ◆ ordering awards, ribbons, badge paper, name badge holders etc.

### **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*

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

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.

### **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*

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*

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: 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*

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 6,000 emails was taken over this period.

Time was spent providing information and reviewing the 2015 compilation and 2015 990.

Additionally, time was spent assisting and supporting several of the EC committees, including the Sustainability Committee, Conference Committee, Project Awards Committee, Emerging Topics Committee and Editorial 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.

The Executive Director also worked with APA to give them the election information.

During this time period, the Executive Director attend the FPZA conference in Jacksonville.

The Executive Director also met once with our new bank representatives to discuss options for managing the Chapter finances.

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