

## **Executive Director's Report**

*Prepared by Alex Magee  
June 9, 2016*

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

### **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*

Work on the 2016 conference moved forward. The Executive Director participated in many calls with the Host Conference Chair and VP- Conference Services. 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, keynote speakers, and working on the preliminary program. The Executive Director also travelled to Bradenton in April for a meeting with the conference co-chairs and VP-Conference Services. The Executive Director also coordinated with APA to provide information for the development of the registration site.

The Executive Director participated on a conference call with the 2017 Host Committee in May to discuss the development of the logo. Additionally, the Executive Director spent a significant amount of time drafting an update to the conference manual.

The Project Award and Student Award nominations were collected and distributed to the Project Awards Committee. Additionally, the Leadership Awards were announced.

During this period, the Executive Director attended the National APA Conference in Phoenix and participated in the Delegates Assembly, Chapter Executive Directors meeting and a website meeting with APA staff.

### **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*

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 the Spring and Summer issues of Florida Planning. The Executive Director worked closely with the Communications Coordinator and the Graphic Designer on the layout and editing of the Spring 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.

APA Florida's JobMart advertising continued to be used by entities within Florida,

### **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*

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, with Brian Teeple, developed and conducted a Section Orientation for the Sun Coast Section on April 23.

### **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*

During this period, the Executive Director followed legislative activities, disseminating items of interest to the LPC and Executive Committee.

During this period, the Executive Director provided assistance to the LPC as they drafted the proposed 2016 Legislative Platform, and made the arrangements for the Legislative Policy Committee in February.

### **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*

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 monthly committee conference calls

**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*

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.

Time was spent providing information for 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. The Executive Director also provided support to the Nominations Committee, including noticing the proposed slate, gathering candidate bios and statements, and working with APA to give them the election information. The Executive Director also provided assistance in the drafting of the 2017 SOP, Budget and Legislative Platform.

The Executive Director also met once with our bank representatives to discuss the CD ladder and other options for managing the Chapter finances. Additionally, with the help of Andre Anderson, Abra Horne and Jason Burton, the Orlando Metro cds were successfully changed to have the Chapter ED and President Elect as the signatories on the accounts.

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