

## **Executive Director's Report**

*Prepared by Alex Magee  
January 11, 2018*

The purpose of this report is to provide you with the status of Chapter Office activities from November through December, 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 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: 9% of time*

*November 2017: 8 % of time*

*December 2017: 3 % of time*

Final wrap-up on the 2017 conference financials were completed and profit shares were distributed to the appropriate sections. Coordination for the 2018 conference was begun. The Executive Director has provided feedback to the Host Committee Chairs on a number of issues related to the conference.

The Executive Director also coordinated the location for the Southeast Chapters and Schools joint reception at the national conference in New Orleans.

Staff also coordinated and held three webinars in early November as part of the Virtual Conference effort. A total of eight webinars were held between September 26 and November 9.

Staff also began work in earnest on the 2018 Public Policy Workshop. A room block has been arranged with the Comfort Suites on Apalachee Parkway. The Executive Director worked with Laura Everitt, President-Elect and Lester Abberger develop an agenda for the meeting. With the assistance of Lester and Laura, panelists were contacted and confirmed. Deposits and other requirements were made to contract the University Center Club as the location for the workshop. The Executive Director also worked with the Capital Area Section to develop a tour of two new housing projects (including one that is tiny houses) to be held on February 6. Arrangements for the mobile tour bus have also been completed. Registration opened in early December.

The Executive Director also worked with Wiatt Bowers and various section chairs to solidify the circuit rider concept for a series of presentations by Joe Minicozzi.

### **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: 7% of time*

*November 2017: 43 % of time*

*December 2017: 27% of time*

Information continued to be reviewed and gleaned for each issue of the electronic newsletter, issued in November and December. 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 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.

The Executive Director spoke on a panel being organized by AARP for the national AARP conference in Dallas on November 14-16. The topic was "The Role of Statewide Partnerships in Livable Communities". The Executive Director and Laura Everitt manned an APA Florida table and participated in the AARP Healthy Communities Network meeting in St. Petersburg on December 12-13. Eddie Ng was also a speaker at this event

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

### **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: 5% of time*

*November 2017: 5 % of time*

*December 2017: 8 % 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 arranged and conducted a Section Leadership Training webinar on January 8. The Executive Director attended the Capital Area Section Annual Meeting in December.

**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  
November 2017: 9% of time  
December 2017: 22 % of time

As discussed under Professional Development, staff made arrangements for the 2018 Public Policy Workshop. The Executive Director contacted speakers for these workshops and confirmed them. Registration opened in early December. The Executive Director contacted potential workshop sponsors and coordinated with the Capital Area Section on the details for the mobile tour.

During this period, the Executive Director made arrangements for the LPC meeting to be held on February 6 in conjunction with the Public Policy Workshop.

The Executive Director also began monitoring the bills being proposed during the Interim Committee period. Weekly bill tracking reports and legislative updates were researched, written and posted on the website. They were also directly sent to the LPC and EC. Prior to the session starting on January 9, the bi-weekly Legislative Reporter was initiated.

The Executive Director also organized and participated in a Legislative Leadership Team call to discuss an amicus request.

**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  
November 2017: 2 % of time  
December 2017: 3 % 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 has also provided assistance to the adhoc committee which is working on the classroom educational materials.

The Executive Director spoke on a panel being organized by AARP for the national AARP conference in Dallas on November 14-16. The topic was “The Role of Statewide Partnerships in Livable Communities”. The Executive Director and Laura Everitt manned an APA Florida table and participated in the AARP Healthy Communities Network meeting in St. Petersburg on December 12-13. Eddie Ng was also a speaker at this event

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

The Executive Director, with Allara Mills Gutcher and Brandon Henry, presented the Great Places Peoples Choice Award to Downtown Pensacola on October 31.

The Executive Director attended the FRCA Partners Meeting in Tallahassee on December 6.

**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: 16% of time*

*November 2017: 16 % of time*

*December 2017: 15 % 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 November and January 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 Conference Committee, and Editorial Committee.

Action/responses on over 4500 emails was taken over this period.

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