

## **Executive Director's Report**

*Prepared by Alex Magee  
March 28, 2018*

The purpose of this report is to provide you with the status of Chapter Office activities from January through March 2018 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.

As described below, this period was a very busy one as, in addition to the normal office, organizational and communication functions, the Executive Director was responsible for the organization, arrangements and implementation of three major events: Legislative Policy Committee meeting, Public Policy Workshop and Reception, and two Quarterly Executive Committee Meeting. In addition, the legislative session occurred during this quarter.

### **Professional Development**

*January 2018: 8% of time*

*February 2018: 12% of time*

*March 2018: 25% of time*

Work on the 2018 conference moved forward. The Executive Director participated in many calls with the VP-Conference Services. Over this reporting period, the Executive Director executed contracts for keynote speakers, reception locations, as well as for on-site conference assistance. The ED travelled to West Palm Beach with Wiatt Bowers to visit the reception locations. Additionally, work was done to finalize and disseminate the Call for Presentations and the Sponsorship information for the 2018 conference.

A significant amount of time was spent on the arrangements for the Public Policy Workshop during this period including:

- Contacting potential workshop sponsors
- Holding coordinating calls with panels to discuss panel presentations
- Compiling and organizing workshop materials for both workshops
- Answering dozens of informational questions about the workshops
- Finalizing headcount and BEOs for the Public Policy Workshop and reception
- Coordinating with the Capital Area Section for AV and registration assistance
- Coordinating with the Capital Area Section on bus needs for mobile workshop
- Coordinating with University Center staff regarding AV, room setup, and presentation
- Sending hand-written thank you notes to over 70 speakers and sponsors

Thanks go to Amanda Vickers and the Capital Area Section for their help in making this event a success.

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

*January 2018: 2% of time*

*February 2018: 6% of time*

*March 2018: 5% of time*

Information continued to be reviewed and gleaned for each issue of the electronic newsletter, issued in January, February and March. 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

and Spring issues of Florida Planning. The Executive Director worked closely with the Communications Coordinator and the Graphic Designer on the layout and editing of the Winter 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 daily. 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 2018: 10% of time*

*February 2018: 6% of time*

*March 2018: 16% 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 to solicit section grants over this period. Additionally, the Executive Director travelled to Punta Gorda to provide a legislative session overview at a workshop on March 23.

### **Government Affairs**

*January 2018: 28% of time*

*February 2018: 50% of time*

*March 2018: 12% of time*

During this period, the Executive Director followed legislative activities, disseminating items of interest to the LPC and Executive Committee. Weekly bill tracking reports were created and posted on the legislative page of the website. Biweekly Legislative Reporters began during this period, which requires a considerable effort from the Executive Director to review bills of interest, compare amendments, summarize the bills in a manner which is easily understandable, and draft/edit/send out the Legislative Reporter and weekly legislative updates. During this period, the Executive Director provided assistance to the LPC as they drafted the proposed 2018 Legislative Platform and made the arrangements for the Legislative Policy Committee in February.

### **Public Education and Outreach**

*January 2018: 1% of time*

*February 2018: 2% of time*

*March 2018: 3% of time*

Changes to the website were made regarding conference related information, CM opportunities, announcements, and many new calendar postings.

The Executive Director also continued to forward content to be posted on the Plan4HealthyFlorida webpage. Additionally, the Executive Director coordinated with Allara Mills Gutcher to provide comments on two proposed policy papers dealing with health equity promulgated by the Community Health Planning and Policy Section of the American Public Health Association. This effort stemmed from the Executive Director's membership to APHA which was paid through the secondary Planners4Health grant.

### **Administration, Capital, and Fixed Costs**

*January 2018: 29% of time*

*February 2018: 11% of time*

*March 2018: 30% 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 approximately 4,700 emails was taken over this time period.

Additionally, time was spent assisting and supporting several of the EC committees, including the Conference Committee, Nominations Committee, and Editorial Committee. This included making arrangements for conference calls and undertaking follow-up activities. The Executive Director also travelled to Temple Terrace to work with Tony LaColla, Treasurer, on the draft 2019 budget. The Executive Director also helped the Legislative Policy Committee in the drafting of the proposed 2019 Legislative Platform.

The Executive Director also continued to provide direction and work with Tyler Griffin, intern, who has been hired to help keep the APA Florida and Plan4HealthyFlorida websites current.

The Executive Director has also participated in a conference call with Mike Welch, APA, on the transition of the APA Florida website to APA's hosting platform.

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