

## **Executive Director's Report**

*Prepared by Alex Magee  
June 12, 2018*

The purpose of this report is to provide the status of Chapter Office activities from April-June 12, 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 an overview of the major accomplishments during this period.

### **Professional Development**

*January 2018: 8% of time*

*February 2018: 12% of time*

*March 2018: 25% of time*

*April 2018: 37% of time*

*May 2018: 39% of time*

*June 2018: 33 % 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 reception locations, transportation and exhibit hall services. Negotiations on the AV contract began, as did work on the BEOs. (The Executive Director is working with PSAV to determine if a three year contract would be of benefit to the chapter in providing its conference AV needs.) The Executive Director was involved in the development and design of the Preliminary Conference brochure and coordinated with Harvest Printer to get it finalized. Sponsors were continued to be contacted. Required deposits were processed and paid. The Executive Director worked with the VP-Conference Services and APA to get the registration site set up. Office staff populated the conference website.

The Project Award and Student Project Award nominations were collected and distributed to the Project Awards Committee. Additionally, the Leadership Award nominations were sought and compiled for the EC.

During this period, the Executive Director attended the National APA Conference in New Orleans and participated in the various leadership meetings, the Delegates Assembly, Chapter Executive Directors meeting and a diversity committee meeting with APA staff.

Additionally, the Executive Director travelled to Orlando to participate in site visits for the 2020 conference location and organized an Executive Committee conference call to make the final decision. Negotiations with the selected location, Hilton on Destination Parkway, were conducted and the contract signed.

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

*January 2018: 2% of time*

*February 2018: 6% of time*

*March 2018: 7% of time*

*April 2018: 9% of time*

*May 2018: 4% of time*

*June 2018: 5 % 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 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 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 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: 17% of time*

*April 2018: 5% of time*

*May 2018: 13% of time*

*June 2018: 11% 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 the VP-Section Affairs and the PDO to review and allocate section grants.

### **Government Affairs**

*January 2018: 28% of time*

*February 2018: 50% of time*

*March 2018: 13% of time*

*April 2018: 1% of time*

*May 2018: 2% of time*

*June 2018: 1% of time*

During this period, the Executive Director followed legislative activities, disseminating items of interest to the LPC and Executive Committee. Additionally, the activities of the Constitution Revision Commission were also monitored. The Executive Director provided assistance to the LPC as they finalized the proposed 2018 Legislative Platform.

### **Public Education and Outreach**

*January 2018: 1% of time*

*February 2018: 2% of time*

*March 2018: 3% of time*

*April 2018: 3% of time*

*May 2018: 5% of time*

*June 2018: 4 % 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, and coordinated with the Website Transition Committee on the review of existing content to migrate to the new website.

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

*January 2018: 29% of time*

*February 2018: 11% of time*

*March 2018: 33% of time*

*April 2018: 46% of time*

*May 2018: 29% of time*

*June 2018: 31 % 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 5,000 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, Website Transition Committee, and Editorial Committee. This included making arrangements for conference calls and undertaking follow-up activities. The Executive Director worked with Tony LaColla, Treasurer, to finalize the draft 2019 budget and identify amendments needed for the 2018 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 several conference calls with Mike Welch, APA, on the transition of the APA Florida website to APA's hosting platform.

During this time, the Executive Director and staff worked with the auditor to provide information for the 2017 audit and tax returns.

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