

Executive Director's Report

*Prepared by Alex Magee
October 26, 2018*

The purpose of this report is to provide the status of Chapter Office activities from September through October 26, 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. It should be noted that the Executive Director was on vacation during October.

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: 36 % of time

July 2018: 42 % of time

August 2018: 69% of time

September 2018: 90% of time

October 2018: 2 % of time

The Conference related tasks clearly dominated the work effort during this time period. September and October focused on the actual implementation of the conference itself and post conference activities. Post conference activities dealt with handwriting close to 60 thank you notes to sponsors and exhibitors, coordinating sponsor benefits, closing out conference expenses and finalizing the conference revenues and costs, and following up with outstanding sponsor/exhibitor commitments.

The main work items included:

- ◆ Finalize BEOS and food count for the Convention Center and receptions
- ◆ Working with printer to proof conference program, award brochure, exhibitor guide, annual report, scavenger hunt
- ◆ day-to-day issues associated with the conference itself
- ◆ working with APA on registration
- ◆ following up on outstanding payments for exhibitors and sponsors
- ◆ developing President's Agenda documents
- ◆ working on exhibitor contact and exhibit hall activities, including exhibitor kits and name badges
- ◆ handwriting over 60 thank you letters to exhibitors and sponsors
- ◆ sorting and attaching ribbons to name badges
- ◆ making registrant packets
- ◆ reviewing final invoices and paying the bills
- ◆ finalizing conference costs and revenues
- ◆ running name badges for non-registered speakers and on-site registrants
- ◆ coordinating and assisting the Project Awards Chair
- ◆ ordering and proofing project and chapter awards
- ◆ responding to member and other inquiries related to the conference
- ◆ working with the Social Media consultant to develop a plan for using social media at the conference
- ◆ develop and prepare materials for the Annual Business Meeting
- ◆ preparing the State of the Chapter presentation
- ◆ confirming all reception details

Staff also began work on the 2019 Public Policy Workshop. Arrangements have been made for a group block at the Comfort Suites Hotel. The Executive Director also had an initial call with Wiatt Bowers, President-Elect and Lester Abberger to work on an agenda for the meeting. Registration is anticipated to open the first week of December.

The Executive Director also attended the APA Leadership meetings in Washington DC in late September. Additionally, she was asked to speak as part of a panel on chapter administration and also to provide a written case study of the Florida Chapter for distribution to the Chapter President's Council.

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

July 2018: 7% of time

August 2018: 3% of time

September 2018: 2% of time

October 2018: 2 % of time

Information continued to be reviewed and gleaned for each issue of the electronic newsletter, issued in September. 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 Fall issue of Florida Planning.

The Executive Director worked regularly with the Communications Coordinator to provide guidance on APA Florida's social media interaction. Additionally the Executive Director provided guidance on the creation of the new website on APA's system and participated in weekly coordination calls with APA staff.

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.

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: 9% of time

July 2018: 3 % of time

August 2018: 8% of time

September 2018: 2 % of time

October 2018: 3 % 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 Orlando Metro Section on the logistics and paperwork to set up an endowed scholarship at UCF. The Executive Director also work with the VP-Section Affairs to arrange and hold a Section Chairs meeting on September 11.

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: 0% of time

July 2018: 1% of time
August 2018: 1% of time
September 2018: 0% of time
October 2018: 4 % of time

During this period, the focus was on the logistics of annual membership meeting at which the legislative platform was adopted. Additionally, work began on the 2019 Public Policy workshop agenda. Additionally the Executive Director researched and prepared the content for an eblast related to the proposed constitutional amendments.

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: 2 % of time

July 2018: 2 % of time
August 2018: 3% of time
September 2018: 1% of time
October 2018: 1 % 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 Communications Coordinator and office intern on the migration of existing content to the new website. Note that the closure of the chapter office due to Hurricane Michael and some website processing issues on APA's side has delayed the launch of the new website. It is now anticipated to be November 30.

The Executive Director also coordinated with the Communications Director on public outreach for the Great Places campaign.

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: 41 % of time

July 2018: 15 % of time
August 2018: 18% of time
September 2018: 8 % of time
October 2018: 23 % 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 September, and November Executive Committee meetings and prepared the agenda packets for the meetings. Additionally arrangements were made for a EC introduction call in

early October. Action/responses on over 3500 emails was taken over this period.

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, and assist in the transfer of the website to APA's server.

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 finalize the 2017 tax returns.

Additionally, the Executive Director worked with the President to provide training on fundraising, as requested by a number of section chairs, at the November EC meeting.

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