On July 18, 2012, the Committee met by conference call. We discussed the following primary subjects: Social Media, the Branding Initiative of the Strategic Plan, and Goals for the Year.

1. Social Media – The Chairman presented the current efforts of the chapter through Social Media and had a discussion with new members on the use of various mediums for communicating information through them.

2. Branding (Strategic Plan) – The committee discussed the immediate need to get all Branches to request and adopt a new logo that fits the Florida Chapter Brand (with the sunburst and the “Chocolate” font moniker). The Northeast Branch and Big Bend Branch were currently working on concepts, and the South Florida Branch just approved a new logo, but it needs to be sent to national for design. This effort will continue with hopes of all Branches completing this project by the end of this calendar year.

3. Goals for the Year –
   The Committee adopted the following five objectives for this program year:
   1. Develop a Marketing Plan and Program for the APWA Florida Chapter to be presented to the Executive Committee at their November/December meeting. This will predominantly discuss implementation of the Strategic Planning Objective assigned to this committee: Branding.
   2. Coordinate and Plan a set of Public Works Director Roundtables throughout the state, and work with Branches to put these on.
   3. Analyse, critique, improve, and manage the Chapter's social media resources (LinkedIn, Facebook, Twitter, YouTube, and SlideShare).
   4. Develop marketing resources for Branches that meet the Brand of the Florida Chapter, and educate branch marketing chairs or other leaders on implementation.
   5. Assist all remaining Branches in developing a logo that matches the Chapter and National brands.

I want to thank my committee for the hard work they are putting in to make the Chapter better!

Respectfully Submitted,
Chas Jordan, Committee Chairman