TO:      PRESIDENT CHRIS EVERS & MEMBERS OF THE FLORIDA CHAPTER EXECUTIVE COMMITTEE

FROM:    CHARLES R. JORDAN, M.P.A., MARKETING & SOCIAL MEDIA CHAIRMAN

DATE:    JANUARY 26, 2013

RE:      MARKETING & SOCIAL MEDIA COMMITTEE REPORT

On December 19, 2013 & January 10, 2013, the Committee met by conference call. We reviewed the following primary subjects: Social Media, the Branding Initiative of the Strategic Plan, and Goals for the Year.

1. Goals for the Year –
   The Committee discussed the status of the following five objectives for this program year:
   1. Develop a Marketing Plan and Program for the APWA Florida Chapter – Presented at Yesterdays Meeting.
   2. Coordinate and Plan a set of Public Works Director Roundtables throughout the state – Continuous, we have had PW Director Roundtables in the following Branches, so far:
      1. West Coast and Central
      2. Southwest
      3. South
      4. Northeast
   3. Analyse, critique, improve, and manage the Chapter's social media resources – Continuous. We are currently using Social Media to get the word out about the 2013 Show.
   4. Develop marketing resources for Branches that meet the Brand of the Florida Chapter – Currently have three print and electronic marketing resources developed. Currently purchasing promo materials for trade shows and branch meetings.
   5. Assist all remaining Branches in developing a logo that matches the Chapter and National brands – Completed. Final logo being developed by Santa Fe Branch.

2. Marketing Plan -
   1. The Marketing Plan was presented and reviewed by the Executive Committee at the Friday Meeting. I request a motion to approve this plan.

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
Current Branch Logos (Finalized and Approved):

Big Bend Branch:

Central Florida Branch:

Gold Coast Branch:
Suncoast Branch:

Treasure Coast Branch:

West Coast Branch:
Logos currently under review:

Sante Fe Branch:

![Sante Fe Branch Logo](image1)

Emerald Coast Branch:

![Emerald Coast Branch Logo](image2)