APWA Florida Chapter Executive Committee Meeting
Membership Committee Report – January 2013

APWA Florida Chapter Membership Committee

I. Membership Committee Members and Subcommittees

Membership Chair:
Amy Blaida, MPA, RS&H – Orlando, Amy.blaida@rsandh.com, (813) 468-4576

Subcommittees:

- Records
  - Chair: Amy Blaida, RS&H
- Recruitment & Retention
  - Chair: Matt LaChance, VHB, MLachance@VHB.com
  - Group Vacancy Contact
    - Randy Shane, Asphalt Paving Systems, rdshane@hotmail.com
- Young Professionals Group
  - Chair: Amanda Millirons, City of Palm Bay, millia@palmbayflorida.org
  - Members
    - Brandi Allegood, RS&H, brandi.allegood@rsandh.com
    - Chas Jordan, City of Largo, cjordan@largo.com
    - Matt Monteith, Environmental and Geotechnical Specialists (EGS), matt.monteith@egs-us.com

FL Chapter Branch Membership/YP Chairpersons 2012/2013:

- Emerald Coast
  - Kim Kirby, apwakim@yahoo.com
- Big Bend
  - Matt Monteith, Young Professionals Chair, matt.monteith@egs-us.com
  - Brenda Smith, Leon County, SmithB@leoncountyfl.gov
- Santa Fe
  - Bob Siffert, Asphalt Paving Systems, rssiff1@hotmail.com
- Northeast
  - Bill Joyce, City of Jacksonville, joyce@coi.net
  - Seth Nehrke, CDM Smith, NehrkeSM@cdmsmith.com
- Central Florida
  - Matt LaChance, VHB, MLachance@VHB.com
  - Amanda Millirons, Palm Bay, YP Chair
- West Coast
  - Troy Tinch, City of Largo, ttinch@largo.com
- Treasure Coast
  - John Dunton, City of Port St. Lucie, Jdunton@cityofpsl.com
- Sun Coast
  - Sue Garland, Retired, Sue-garland@hotmail.com
- Southwest
  - Nicole Monahan, Holes Montes, NicoleMonahan@HMeng.com
- Gold Coast
  - Joe Roche, Town of Haverhill, jroche@townofhaverhill-fl.gov
- South Florida
  - Cheech DeCelles, City of Plantation, fdecelles@plantation.org
II. **Recruitment & Retention**
   a. Matt LaChance will be focusing us on the Retention of Members over the next year. We have really been focused on bringing in NEW members, which we will continue to do with the ongoing quarterly membership Competition; but a new focus will be placed on RETENTION.

III. **Group Vacancies (Randy Shane)**

   There are 3 groups on this report. There are 4 total vacancies.

<table>
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<tr>
<th>Member #</th>
<th>Member Type</th>
<th>Name</th>
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<th>Phone</th>
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<th>Email</th>
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<th>Vacancies</th>
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<tr>
<td>118341</td>
<td>A Agency (10)</td>
<td>Mr. Michael Shields</td>
<td>City of North Lauderdale</td>
<td>(954) 724-7070</td>
<td>(954) 720-2064</td>
<td><a href="mailto:rmoussign@nlauderdale.org">rmoussign@nlauderdale.org</a></td>
<td>6</td>
<td>5</td>
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<tr>
<td>10516</td>
<td>A Agency (10)</td>
<td>Mrs. Suzanne Kay Bartlett</td>
<td>Pinellas County FL</td>
<td>(727) 464-8826</td>
<td>(727) 464-8905</td>
<td><a href="mailto:skbartle@co.pinellas.fl.us">skbartle@co.pinellas.fl.us</a></td>
<td>26</td>
<td>24</td>
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<tr>
<td>636703</td>
<td>A Agency (10)</td>
<td>Ms. Kimberly Alexander</td>
<td>Town of Lake Park FL</td>
<td>(561) 881-3345</td>
<td></td>
<td><a href="mailto:kalexander@lakeparkflorida.gov">kalexander@lakeparkflorida.gov</a></td>
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IV. **Young Professionals Group (Amanda Millirons)**

   - **Young Professionals Group**
     - Chair: Amanda Millirons, City of Palm Bay, millia@palmbayflorida.org
     - Brandi Allegood, RS&H, brandi.allegood@rsandh.com
     - Chas Jordan, City of Largo, cjordan@largo.com
     - Matt Monteith, Environmental and Geotechnical Specialists (EGS), matt.monteith@egs-us.com

   - YP Event @ FL Chapter Conference: event Thursday (25th) from 3pm – 6pm (Meet & Greet, presentations, light appetizers), then the networking reception at 8 or 8:30 @ Fionn MacCools. This would allow people to go to dinners with clients/colleagues and meet back up with us. Since the Roundtable is 3:30 – 5:30, Seth was going to invite them to the networking reception.

   - Committee members met December 12th to discuss further development of the YP Subcommittee. Discussion focused on three points:
     - Receiving support from Florida Branches for future events
       - Continue reaching out to Branches for future hosts of YP Events
     - Marketing approach
Create a flyer to showcase the YP Initiative and the types of event we host, etc.

○ Tap into the social media resources that we already have to market YP Events (LinkedIn, We Are Public Works, etc.). Chas Jordon offered to help create a subgroup for the APWA Florida Chapter for the LinkedIn group.

- Importance of Partnerships
  ○ Continue to partner with other professional organizations (ASCE, FES, etc.) for additional events to increase outreach and exposure. This also helps with our event budgets.

We will now have quarterly calls with members to ensure we are working toward our goals. Next call is March 6th. Below is progress that we have made with goals:

- At least 50% of the FL Chapter Branches will hold a YP Event
  ○ Four Branches have hosted events thus far (Big Bend, Central Florida, West Coast, Northeast) not including the upcoming April YP event at the Trade Show in Jacksonville.
  ○ We need one more event to reach our goal. Currently working to get another branch to host an event before April.

- The Florida Chapter will sign up at least one member per YP Event
  ○ In an effort to track our outreach performance, we will begin pulling Membership Reports from the Chapter’s Leaders portion of the website quarterly. The report will show the age groups of incoming members and we will consider all members under the age of 39 as a “Young Professional”.

- Work with Chapter leadership & Young Professionals Network (Nationals) to develop a smart phone application as a means to continue to use social media to engage Young Professionals.
  ○ Chas Jordon mentioned that APWA National may already be working on this idea. Will confirm with Nationals.

V. CONTINUING ACTION ITEMS FOR BRANCH MEMBERSHIP CHAIRPERSONS

Monthly Membership Reports and Chapter Membership Roster

What to do when you receive the Membership Reports and Membership Roster:

NEW Members – reach out to your new members. **You will need to cross reference with the Reinstated Members report as the Reinstated Members will be listed on the New Members Report.** Your communication to the NEW members will be different than communications to REINSTATED members.

NEW members need to be added to your email distribution list. As Membership Chairperson for your Branch, it is your responsibility to ensure that the names and emails of ALL the new members are sent to your Branch Secretary (or whoever keeps your Branch email distribution list) so that they can update their records on a monthly basis.

REINSTATED Members – your communication should be to THANK them for reinstating their APWA membership; then tell them about all upcoming events; include copy of any upcoming meeting flyers and your most recent newsletter.

DROPPED Members – an email will not work for these. Call these members to see if there is anything you can do to get them to reinstate their membership. Be sure to have Membership Benefits Info in front of you.

PROSPECTIVE Members – send them an email introducing yourself; tell them about the benefits of APWA; notify them that they would be a member in YOUR Branch; then tell them about all upcoming events; include copy of any upcoming meeting flyers and your most recent newsletter.

GROUP Vacancies – Randy Shane contacts these folks on a monthly basis. Group vacancies do NOT count toward our Chapter Membership Numbers unless and until they are filled.

Membership ROSTER – You must look at the members listed in your Branch on a monthly basis to check for errors, or changes (for example, you have someone listed in your Branch that you know has changed jobs, positions, has a new email/address, etc.). These changes must be sent to the Records Chair, Carolyn Steves, immediately so that she can notify National. Also, you need to review your current email distribution list and compare it to the current roster; make sure that ALL MEMBERS LISTED...