On December 7, 2011, the Committee met by conference call. We discussed the following primary subjects: Social Media, Teleconferencing, and New Ideas to Consider.

1. Social Media – The Committee discussed ways of improving the use of the Social Media sites by members. Of particular note was the Facebook site which was still at only 20 followers. It was decided that Chris, as President-Elect, would send out a request to ALL Florida Chapter members to join the LinkedIn site, which would provide connections to the Facebook and Twitter Pages. This would provide a professional avenue to get connected, and would be more appropriate coming from the Chapter Leadership. This did occur, and all Social Media sites have grown in connections and participation since then.

2. Teleconferencing – Attached to this report is instructions on how to utilize and reserve the teleconferencing service being used officially for the Florida Chapter. If any committee, branch, or group of members wishes to utilize the conference call system to hold meetings or discuss events, they can reserve the service by emailing APWAFlorida@gmail.com and also including that email address on the calendar appointment for the meeting. Once the service is reserved, instructions for the proper management of the service (how to login, etc.) will be sent to the meeting organizer. The committee is going to look further into services that can share desktops or videos, for possible web-ready training to be provided by the Chapter in the future.

3. Other Ideas –
   1. Florida Chapter Logo – The committee discussed the new logo and the system for Branches to request a logo with the same branding elements for the chapter to be included. Attached to this report is a copy of the logo and two examples of Branch logos that have incorporated the Florida Chapter “Sunburst” and font style. If a particular branch is interested in having a logo designed, they should contact either myself at cjordan@largo.com or Tracy Quintana at tquintana@pgorda.us.
   2. Website to purchase Florida Chapter Golf Shirts – The committee also discussed the need (and this was also discussed in the Trade Show Steering Committee) for a website or service to provide members the ability to purchase shirts with the Florida Chapter logo embroidered on them. Since the meeting, the Chairman has contacted Land’s End, a business promotional products provider who provides organizational websites for members to go to and order various items with the logo on it. This service would provide members not only the ability to order golf shirts, but t-shirts, executive shirts, bags, padfolios, and other items that would otherwise need to be preordered and resold to members by the chapter. Setting this site up would require a one-time fee for the chapter of $149.80. All costs for stitching will be born with the purchase of the item on the individual member, and no other up-front costs would be necessary. The logo will appear as attached.

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
TELECONFERENCING USAGE PROCEDURES FOR BRANCHES, COMMITTEES, AND CHAPTER MEMBERS:

1. Use of the Teleconferencing service is at all times to be governed by the Chapter President, or their designee, who will be the Social Media-Technology Chairman or equivalent position.

2. The teleconferencing service is not to be used for any purpose other than Florida Chapter business, which includes, but is not limited to: standing or special committee meetings, Branch meetings, Branch committee meetings, officer meetings, or educational programming.

3. All meetings and use of the service is recorded and reported (including each called in number) to the Social Media-Technology Chairman upon completion of the call.

4. Usage of the system must be done through scheduling and using the following procedure:

   1. The chair or presiding officer of the meeting must email apwaflorida@gmail.com requesting a specific date, time, and duration of the proposed meeting.

   2. The requesting party will then be notified of the availability of the service on that date and given approval to use the service by email. In that email the following information will be included:

      1. The call-in number, the participant code, and the host code (to be used by the chair or presiding officer).

   3. The requesting party should then send a meeting request through their email system to apwaflorida@gmail.com and the other members to be included on the call making the reservation and holding the time. This reservation will then be placed on the APWA Florida Chapter teleconferencing calendar that can be found at: http://bit.ly/APWAFLCalendar

   4. Meetings cannot be scheduled at the same or overlapping times, except if the two groups intend to discuss something together.

5. All questions, requests, or additional information shall be forwarded to the Social Media-Technology Chairman at apwaflorida@gmail.com.
EMBROIDERY LOGO FOR LANDS END PARAPHERNALIA:

PROPOSED MOTION:

I move that we approve the expenditure of $149.80 to Land's End Business Outfitters for the set up of the logo for embroidery.