

**Notes**

**Date & Time:** June 6, 2017; 9:00 – 10:00 am

**Committee Members:**

X	Sandy Niebel (Co-Chair) – Wood/Patel		Scott Kirchhofer – (Co-Chair) Achen-Gardner Construction
	Trace Baker-Nuckolls – Logan Simpson Design		Alyce Neal – Kitchell
	Shirley Barker – FCI Constructors, Inc.		Timothy Quillman – Michael Baker
		X	Laura Turiano – David Evans & Assoc.

**Support:**

	Admin: Sheila Hamilton		Board: Rob Kidder (Liaison)
X	Admin: Shelly Lloyd		Loretta Flick (President)

**Meeting time and location for the year** – 1<sup>st</sup> Tuesday of the month at 9:00 conference call

**Process for Communications Committee**

- Newsletter Overview
  - Components include
    - **Presidents Message** – President writes
    - **Upcoming Events** – Sheila/Shelley, Committee Chairs, Committee
    - **Members News** – Sheila/Shelly compile
      - New Member Spotlight – Laura Turiano writes
      - New Members List – pulled from database as people join APWA
    - **APWA reminders** – Sheila/Shelly compile
    - **Featured Article** – Committee writes
    - **Project spotlight** – Committee writes
    - **Industry News** – Sheila/Shelly compile
  - Deadline is the 20<sup>th</sup> of the month for the following month
  - Articles should be sent to [sniebel@woodpatel.com](mailto:sniebel@woodpatel.com)
  - Newsletter gets distributed the 1<sup>st</sup> week of the month
  - Public sector clients usually want to approve the article prior to publishing
  - Newsletter is proofed (edits to Sandy) and then distributed
  - Share appropriate information on social media

**Outreach to other committees**

- Advocacy (Amanda McGennis) - \_\_\_\_\_
- Young Professionals (Cory Steele) - Chrissie
- Events (Kristin Peck/Barbara Ritter) - Scott
- Conference (Scott/Christy Sipos) – Scott
- North (Kimberly Moon) - Sandy
- South (Rick Solis) - Sandy
- Diversity (Angela Cobb) -Laura

## MEETING MINUTES

### Story plans

#### Monthly Forecast

- July
  - Feature Article: Conference (Program/Award Winners??/Connect via social media) – **Scott**
  - Committee highlight: Activities – Check with Loretta (Programs??)-**Laura**
- August
  - Project Spotlight: \_\_\_\_\_ – \_\_\_\_\_
  - Feature Article: Brian Mueller and GCU – **Sandy**
  - Committee highlight: \_\_\_\_\_ – \_\_\_\_\_
- September
  - Project Spotlight: See awards committee in Aug.- \_\_\_\_\_
  - Feature Article: \_\_\_\_\_ – \_\_\_\_\_
  - Committee highlight: \_\_\_\_\_ – \_\_\_\_\_

### It's not just a link...It's Business

(To connect and engage membership)

### Additional Topics/Action Items

- **Committee Outreach** –
  - List the next meeting speaker/Topic – List the future meeting from Rod Penneman.

### New Topics

- **Guidelines for Member/Industry news submittals** – Board accepted guidelines (See attached)
- **Committee meeting** – Please add the first Tuesday of every month at 9:00 am to your calendar with the call in Instructions (note July is moved to the 11<sup>th</sup> due to the 4<sup>th</sup> of July holiday).
- **Conference** – Are you attending the August conference? If so, can you help submit info for social media live posts?

### Pending Topics/Ideas

- **Social Media** -
  - LinkedIn currently a group discussion, not an organizational page. Cannot set-up an organizational page without an APWA email.
    - Luncheon speakers/topics – post pictures of people/topics discussed
    - You Tube video – “A day in the life of” and cover some of our public works operations folks
- **Award submittals** – Work with Awards committee in August to get non-winning submittals for project spotlights
- **Project Virtual Tours** – Link to website site from newsletter (prezi?)

**Next Meeting** - Tuesday, July 11, 2017; 9-10 am conference call; **Moved due to holiday**

### Attachments

- Article Idea Garage
- Committee Roster

## Article Idea Garage

Features Story: BD and Marketing Tips. What does and doesn't work. Could be a panel type of article asking folks from different types of firms (construction, engineering, survey, traffic control, etc) to describe their challenges and tips for success - \_\_\_\_\_

Resource shortages in valley – SEPT??

Follow-up on presentations from conference

LED Light Program – Initiating/Initiated – **Sandy (Yvette Roeder)**

Light Rail/Commuting Updates/City of Mesa Extension (**Andrew Haynes with Jacobs could write a story**)

Sustainability/Reimagine Phoenix updates (ask John Trujillo) - **Greg**

Supporting Arizona's Students: Story? (**Sandy to occasionally provide a story written by ASU student**)

Check with Northern/Southern chapters for story ideas

Jyme Sue McLaren – Metro updates?

Seller/Doer Model – **Laura**

Brian Mueller – GCU and their community involvement (work with Program committee to bring him in) - **Sandy**

MCDOT Presentation

AGC – Board of Supervisors/Direction of County

Architects vs. Engineers: Finding a Middle Ground (collaboration; cost savings)

Procurement article – what are people really asking?

Top 10 Buzz words / Questions for procurement

Green Infrastructure (FEATURE) - **Trace**

JOC Projects/Contracts - **Melinda?**

Intercity Rail – ADOT update (Mike Keith)

ACE Ideas (Jeff Kramer) – **Trace**

HB 2613 and their implications (April/May?) Technical board vs DOA

The rise in JOC contracts –

Park-Logan Simpson Project (PROJECT) – **Trace**

Peoria Open Space – Logan Simpson Project (PROJECT) – **Trace**

Lake Havasu Water Conservation Project/Efforts – **Sandy**



PW Operations at the holidays - \_\_\_\_\_

Dan Spitz - Article on Sustainability/Achen Garner projects/people being certified.

Maybe April 2017 - **Scott**

*Please let Sandy/Scott know if you have any ideas or see an idea that you would like to write about*

<b>APWA Communications Committee</b>			
Sandy Niebel	602.335.8530 602.919.9220 - cell	<a href="mailto:sniebel@woodpatel.com">sniebel@woodpatel.com</a>	Co-Chair
Scott Kirchhofer	480.296.5933 480.296.5933 – cell	<a href="mailto:skirchhofer@achen.com">skirchhofer@achen.com</a>	Co-Chair
Trace Baker-Nuckolls	480.967-1343	<a href="mailto:tbaker@logansimpson.com">tbaker@logansimpson.com</a>	
Shirley Barker	623.772.7400 602.541.4403-cell	<a href="mailto:sbarker@fciol.com">sbarker@fciol.com</a>	
Alyce Neal	602.266.1970 480.686.7984 - cell	<a href="mailto:aneal@kitchell.com">aneal@kitchell.com</a>	
Tim Quillman	602.798.7517 480.677.9440 - cell	<a href="mailto:TQuillman@mbakerintl.com">TQuillman@mbakerintl.com</a>	
Laura Turiano	602.678.5151	<a href="mailto:laura.turiano@deainc.com">laura.turiano@deainc.com</a>	
Rob Kidder	480.644.5467	<a href="mailto:Rob.kidder@mesaaz.gov">Rob.kidder@mesaaz.gov</a>	Board Liaison
Loretta Flick	602.977.8045 602.326.5334 - direct	<a href="mailto:Loretta.flick@cardno.com">Loretta.flick@cardno.com</a>	President
Sheila Hamilton	623.581.3597	<a href="mailto:sheila@gettingitdone.org">sheila@gettingitdone.org</a>	Chapter Administrator
Shelley Lloyd		<a href="mailto:shelley@gettingitdone.org">shelley@gettingitdone.org</a>	Chapter Administrator