

Notes

Date & Time: October 3, 2017; 9:00 – 10:00 am

Committee Members:

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

Support:

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

Meeting time and location for the year – 1st Tuesday of the month at 9:00 am conference call

Process for Communications Committee

- 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
 - Committee Highlight – Drafted and sent to Committee Chairs(s)
 - Featured Article – Committee writes
 - Project spotlight – Committee writes
 - Industry News – Sheila/Shelly compile
- Deadline is the 20th of the month for the following month
- Articles should be sent to sniebel@woodpatel.com & skirchhofer@achen.com
- Newsletter gets distributed the 1st 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 NOTES

Story plans

Monthly Forecast

- November
 - Project Spotlight: Project from Award List – **Laura**
 - Feature Article: Agency Bond Elections - **Shirley**
 - Surprise, I imagine (Mesa), Gila Bend, Buckeye
 - Agency Holidays Charity events – **Mesa (what other agencies)**
 - 2018 Sponsorships
 - Membership Challenge 825 to 1,000 (Goal Update/intro to new members)
 - Holiday Party – Dec ____
 - APWA National AI Dreska –Life Membership (presentation at luncheon)
- December
 - Project Spotlight: _____ – **Sandy**
 - Feature Article: Envision – **Craig/Sandy**
 - Giving Back (Charities) – _____
 - Elaborate on Holiday Raffle - Charity
 - Agency Holidays Charity events – **Mesa (what other agencies)**
 - Elaborate on Holiday Raffle - Charity
 - 2018 Sponsorships
 - Board Member write-up for PWX
 - Membership Challenge 825 to 1,000 (Goal Update/intro to new members)
- January
 - Project Spotlight: _____ – **Sandy**
 - Feature Article:
Holiday Party Recap – Member news
 - Recap - Membership Challenge 825 to 1,000 (Goal Update/intro to new members)
 - Strategic Meeting in February - Reminder

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

(To connect and engage membership)

Additional Topics/Action Items

- Lifetime member – AI Dreska
-

New Topics

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, November 7, 2017; 9-10 am conference call;
Sandy not available; Scott will coordinate committee meeting and conference call.

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 - _____

Follow-up on Awards from conference for Project Spotlights

Brian Mueller and GCU – **Sandy**

Light Rail/Commuting Updates/City of Mesa Extension (**Andrew Haines 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**

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)

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

APWA Communications Committee			
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