

Agenda

Date & Time: December 5, 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. | X | Timothy Quillman – Michael Baker |
| | Suzanne Ledy – City of Mesa | X | Laura Turiano – David Evans & Assoc. |

Support:

| | | | |
|---|------------------------|---|-----------------------------|
| | 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

MEETING NOTES

Story plans - Monthly Forecast

- January
 - Project Spotlight: _____ - **Sandy (Reach out to Jeanne)**
 - Feature Article:
 - Holiday Party Recap – Member news
 - Board Member write-up for PWX – **Kristen Tytler**
 - Recap - Membership Challenge 825 to 1,000 (Goal Update/intro to new members)
 - Strategic Meeting in February 22nd – Reminder
 - Project Awards Submittals due in 1/26 (can we list the submitted ones)
 - Annual Conference: Call for speakers?? Announcement??
 - Reach out to committees for upcoming events – Sandy to email
 - PWI – Wendy to do Recap and highlight next one
- February
 - Project Spotlight: **Light Rail**, Mesa **Rob Kidder** / Tempe Street car (Wendy Stantec) – **Laura**
 - Feature Article: _____ – _____
 - Luncheon look ahead - **Laura**
 - Recap - Membership Challenge 825 to 1,000 (Goal Update/intro to new members)
 - Strategic Meeting in February 22nd– Reminder??
 - Annual Conference
- March
 - Project Spotlight: Signal Butte Water Treatment Plant Opening – **Rob Kidder**
 - Feature Article: _____ – _____
 - Strategic Meeting in February 22nd– Recap
 - Annual Conference

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

(To connect and engage membership)

Additional Topics/Action Items

- Committee Members – Let's Recruit!!

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
- **Project Virtual Tours** – Link to website site from newsletter (prezi?)

Next Meeting - Tuesday, January 9, 2018; 9-10 am conference call; Moved a week 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 - _____

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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| | | | |
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