

**NOTES**

**Date & Time:** February 7, 2017; 11:30 – 1:00

**Committee Members:**

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

**Support:**

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

**Meeting time and location for the year** – 1<sup>st</sup> Tuesday of the month over lunch

**Process for Communications Committee**

- Newsletter Overview
  - Components include
    - **Presidents Message** – President writes
    - **Members News** – Sheila/Shelly compile
      - New Member Spotlight – Laura Turiano writes
      - New Members List – pulled from database as people join APWA
    - **Upcoming Events** – Sheila/Shelley, Committee Chairs, Committee
    - **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 usually the 2<sup>nd</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

**MEETING AGENDA ITEMS**

**Story plans for the year**

3-month Forecast (Featured Article or Project Spotlight)

- March
  - Project Spotlight: Water/Sewer Upgrades – Signal Butte – John; Greenfield-Joe Schroder (use one and put one in the garage)– **Sandy/Rob**
- April

- Project Spotlight: Phoenix T2050 - **Tim**
- May
  - Featured Article or Project Spotlight: \_\_\_\_\_ – \_\_\_\_\_
  - Seller/Doer Model – **Laura**
  - Greg to talk to Jenne at HDR for a sustainability article
  - Phoenix vertical at airport - **Chrissie**

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

(To connect and engage membership)

### Additional Topics/Action Items

- **Newsletter Software** – UPDATE: “Anchors” (direction buttons) are not an option within the WYSIWYG editor. National is looking for a different editor tool for the future. This will not be released right away; could be six months.
- **Reaching out to other committees and promote our committee**
  - Advocacy - \_\_\_\_\_
  - Young Professionals - Chrissie
  - Events - Scott
  - Conference – Scott
  - North - Sandy
  - South - \_\_\_\_\_
  - Diversity -Laura

### New Topics

- **Co-Chair??** Chrissie is deciding; Scott is back-up
- **Newsletter Email** – Limited to 10,000 characters
- **Newsletter order – Per Board**
  - Upcoming events must be at top
    - President’s message
    - Member news
    - Upcoming Events
    - APWA Reminders
    - Feature Article
    - Industry news
- **Conference** – Scott working with Shelley on banner for conference. Place at top/center of newsletter with link to conference page
- **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?)
- **Monthly Luncheon** – Promote Speaker on social media and in the newsletter

### Pending Topics

- **Guidelines for Member/Industry news submittals** – **Trace** will research what other organizations have in place (how to use our name in social media). Sandy to follow-up with Trace
- **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

## Next Meeting

Is Tuesday, March 7, 2017; 11:30 – 1:00

## Attachments

- Article Idea Garage
- Committee Roster

### Article Idea Garage

LED Light Program – Initiating/Initiated - **Sandy**

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

Features Story: Business Development and Marketing Tips. What works and what 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. (**Loretta?, Scott?**)

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?

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 Spitza – Article on Sustainability/Achen Garner projects/people being certified.  
 Maybe April 2017 - **Scott**

*Please let Sandy 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>	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>	
Chrissie Blumer	<b>602.812.4430</b> 608.616.1815 – cell	<a href="mailto:chrissieb@hoskinryan.com">chrissieb@hoskinryan.com</a>	
Scott Kirchhofer	480.296.5933 480.296.5933 – cell	<a href="mailto:skirchhofer@achen.com">skirchhofer@achen.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