

**Notes**

**Date & Time:** September 5, 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.	X	Timothy Quillman – Michael Baker
X	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** – 1<sup>st</sup> 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 20<sup>th</sup> of the month for the following month
- Articles should be sent to [sniebel@woodpatel.com](mailto:sniebel@woodpatel.com) & [skirchhofer@achen.com](mailto:skirchhofer@achen.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 NOTES

### Story plans

#### Monthly Forecast

- September
  - Project Spotlight:  
Feature Article: Conference Follow-up – **Scott**
  - Committee highlight: Communication– **Sandy**
- October
  - Project Spotlight: Awarded project (Mesa) – **Tim**
  - Feature Article: PWX: Summary – **Rob** (Kansas City 2018; Seattle 2019)
  - Committee highlight: Recap from Rob's board notes-**Sandy/Sheila**
  - Industry News: Westmarc-**Shirley**
  - Industry News: Canstruction – **Laura**
  - Industry News: Sandy joining the Board – Sandy
  - Holiday Charitable events in our agencies – Sandy to write a request
  - Turkey/toy Drives –**Mesa – Suzanne (what other agencies?)**
- November
  - Project Spotlight: Project from Award List – **Laura**
  - Feature Article: \_\_\_\_\_ – \_\_\_\_\_
  - Committee highlight: \_\_\_\_\_ - \_\_\_\_\_
  - Agency Holidays Charity events –**Mesa (what other agencies)**

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

(To connect and engage membership)

### Additional Topics/Action Items

- **Committee Co-Chair**
- 

### 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, October 3, 2017; 9-10 am 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 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**

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

<b>APWA Communications Committee</b>			
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