

Agenda

Date & Time: February 6, 2018; 9:00 – 10:00 am

Committee Members:

X	Sandy Niebel (Co-Chair) – Wood/Patel	X	Scott Kirchhofer Achen-Gardner Construction
	Trace Baker-Nuckolls (Co-Chair) – 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		Board: Sandy Niebel (Liaison)
	Admin: Shelly Lloyd	X	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

- March
 - Project Spotlight: Mesa Gilbert Road Light Rail Extension Groundbreaking 2016 – WRITTEN
 - Under Project Spotlight, mention: Signal Butte Water Treatment Plant Opening – **Rob Kidder**
 - Feature Article: Possible article from Michael Ellegood, PSMJ–**Sandy**
 - Board Member write-up for PWX – **Kristen Tytler**
 - Luncheon look ahead - **Laura**
 - Annual Conference

- April
 - Project Spotlight: Project Spotlight: Mesa Fire Station #203
 - , **Shirley**
 - Project Spotlight: 202 – **Amy/Carmelo (Ames/WSP)**
 - Annual Conference
 - Picnic Recap

- May
 - Project Spotlight: Tempe Street car (Wendy Stantec) – **Laura**
 - Feature Article: _____ – _____
 - Nominations/Voting for Board Members

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

(To connect and engage membership)

Additional Topics/Action Items

- 2017 Committee Recap
- 2017 Award Submittals on Article Garage

New Topics

- Board Liaison
- Strategic Meeting
 - Vertical/Horizontal PW is both – members
 - Provide suggestions (PW Directors/staff)

Pending Topics/Ideas

- **Social Media** -
 - 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, March 6, 2018; 9-10 am conference call;

Attachments

- Article Idea Garage
- 2017 Activity Recap
- Committee Roster

Article Idea Garage

2017 Award Submittals (Project spotlights)

- 2017 Aerospace Utility Award
- Bell Road
- Black Mountain Blvd
- Dobson Ranch Park
- Fiesta Sports Park
- Mesa PD Holding Facility
- Mesa PD Firearms Range
- Phoenix Flood Assessment
- Silverbell
- South End – 8th and Mesa
- Tangerine
- Texas Canyon
- Transportation
- Valencia Road
- VRG Drone
- Broadway Road Streetscape

Buckeye Growth – Feature article

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 - _____

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**
 Dan Spitz – Article on Sustainability/Achen Garner projects/people being certified–
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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