

Notes

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

Committee Members:

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

Support:

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

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

- April
 - Project Spotlight: 202 – **Amy/Carmelo (Ames/WSP)**
 - Feature Article: "Clients are from Venus", Michael Ellegood, PSMJ–**Written**
 - Who's Who in Public Works – **David Fabiano**
 - Under Project Spotlight, mention: Signal Butte Water Treatment Plant Opening in May – **Rob Kidder –Written**
 - Board Member write-up for PWX – **David Fabiano**
 - Annual Conference
 - How Many booths
 - Sponsors
 - Room Block
 - Conference Bar in email
 - Picnic Recap
- May
 - Project Spotlight: Tempe Street car (Wendy Stantec) – **Laura**
 - Feature Article: _____ – _____
 - Nominations/Voting for Board Members
 - PWI Graduate Quotes
- June
 - Project Spotlight: Project Spotlight: Mesa Fire Station #203
 - , **Shirley**
 - Feature Article: _____ – _____

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

(To connect and engage membership)

Additional Topics/Action Items

- Strategic Meeting
 - Vertical/Horizontal PW is both – members
 - Provide suggestions (PW Directors/staff)
 - Discuss Survey Results / Social Media
 - Strategic Goals
 - Focus on members; developing stronger membership recognition programs
 - Drafting a strong public works message
 - Increasing the value of individual membership
 - New in Newsletter
 - Who's Who in Public Works (where are they now) – See attached

- Focus on Committees and highlight a committee each month (what are they doing, who is on the committee, member bio)
- PWI – Get quotes from graduates
- Post Job openings in PW only (possibly link to the League of AZ Cities and Counties Job Openings) Structure like APWA “In the Works” - Trace

New Topics

- Sandy and Trace split of committee responsibilities
 - Sandy – Will coordinate monthly meetings and follow-ups notes
 - Trace – Will coordinate monthly newsletter production

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, April 3, 2018; 9-10 am conference call;

Attachments

- Article Idea Garage
- 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

Mesa – Greenfield WW Reclamation Facility with Town of Gilbert (\$170M)

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

| APWA Communications Committee | | | |
|--------------------------------------|--|--|--------------------------|
| Sandy Niebel | 602.335.8530 602.919.9220 - cell | sniebel@woodpatel.com | Chair/ Board Liaison |
| Trace Baker-Nuckolls | 480.967-1343 | tbaker@logansimpson.com | Co-Chair |
| Scott Kirchhofer | 480.296.5933 480.296.5933 – cell | skirchhofer@achen.com | |
| Shirley Barker | 623.772.7400 602.541.4403-cell | sbarker@fciol.com | |
| Suzanne Ledy | 480.644.3808 | Suzanne.ledy@mesaaz.gov | |
| Alyce Neal | 602.266.1970 480.686.7984 - cell | aneal@kitchell.com | |
| Tim Quillman | 602.798.7517 480.677.9440 - cell | TQuillman@mbakerintl.com | |
| Laura Turiano | 602.678.5151 | laura.turiano@deainc.com | |
| Loretta Flick | 602.977.8045 602.326.5334 - direct | Loretta.flick@cardno.com | President |
| Sheila Hamilton | 623.581.3597 | sheila@gettingitdone.org | Chapter Administrator |
| Shelley Lloyd | | shelley@gettingitdone.org | Chapter Administrator |