

**NOTES**

**Date & Time:** April 3, 2018; 9:00 – 10:00 am

**Committee Members:**

X	Sandy Niebel (Chair) – Wood/Patel	X	Scott Kirchhofer Achen-Gardner Construction
	Trace Baker-Nuckolls (Co-Chair) – Logan Simpson Design		Alyce Neal – Kitchell
	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		Loretta Flick (President)
X	Rob Kidder		

**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) & [tbaker@logansimpson.com](mailto:tbaker@logansimpson.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

## MEETING NOTES

### Story plans - Monthly Forecast

- May
  - Project Spotlight: Mesa Fire Station #203, **Shirley - Written**
  - Feature Article: \_\_\_\_\_ - \_\_\_\_\_
  - Who's Who in Public Works – **David Fabiano**
  - Board Member write-up for PWX – **David Fabiano**
  - Nominations/Voting for Board Members
  - PWI Graduate Quotes
  - Annual Conference
    - How Many booths
    - Sponsors
    - Room Block
  - Picnic Recap
  - Award Nominations/Recipients – Check with Jeanne (Sandy)
  
- June
  - Project Spotlight: Tempe Street car (Wendy Stantec) – **Laura**
  - Feature Article: \_\_\_\_\_ - \_\_\_\_\_
  - Nominations/Voting for Board Members
  - Annual Conference
    - How Many booths
    - Sponsors
    - Room Block
  
- July
  - Project Spotlight: Achen Gardner Project - **Scott**
  - Feature Article: \_\_\_\_\_ - \_\_\_\_\_

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

(To connect and engage membership)

### **Additional Topics/Action Items**

#### REMINDERS

- 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**

- Legal Opinions –Laura reach out to Doug Folk/Julie Rees –(tri-advocates) to be guest writers
- Alternative delivery sunseting – Amanda – status of legislature (affects being able to deliver using alt. delivery.
- WTS Legislative update and credit back to them (Jamie Robinson-Gannett Fleming)

### **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, May 1, 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 – 8<sup>th</sup> 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*

<b>APWA Communications Committee</b>			
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