

APA California 2015 Conference Local Host Committee

**Meeting Report
September 14, 2013
10am – Noon**

Conference Co-Chairs Erik Balsley, AICP and Hing Wong, AICP led the meeting. After introductions, Hing provided a background of previous conferences. He made the point that Oakland will be a more “gritty” and urban location compared to past conference sites. After the conclusion of the 2015 Conference, planning will begin for the APA National 2019 Conference in San Francisco, probably in 2016. The APA California Conference Committee changed the typical start/end dates of the conference so it will run from Saturday-Tuesday.

CONCEPTUAL CONFERENCE SCHEDULE (October 3-6, 2015)

- **Friday:** early-check in
 - Should we try to capitalize on “First Friday”?
- **Saturday:** First full day of conference, Diversity Summit, Opening Reception, possible Orientation Tour
- **Sunday:** Mobile workshops, CPF Auction, student poster session
- **Monday:** Mobile workshops, awards luncheon, Consultants’ Reception
- **Tuesday:** Full day (those attending from Southern California can fly back after), Closing Plenary Session

PRESENTING OAKLAND

Erik discussed the survey that was sent to APA California members regarding their perceptions of Oakland. The comments varied greatly from a terrific place to hold a conference to safety concerns. We need to present the positive aspects of Oakland and to ensure our conference attendees are given safety tips. The Section webpage has a “stub” placeholder page that will be used to promote the 2015 Conference.

COMMITTEES

Hing said that for the 2007 APA California Conference, eight individual committees were established. Although each had a specific focus, each worked with the others to serve as the overall Local Host Committee (LHC). Thus, the committees will not be working in isolation. Hing and Erik described the following committees:

- Fundraising/Local Exhibitors
- Hospitality/Special Events
- Merchandise/Souvenirs
- Mobile Workshops/Orientation Tours
- Planner’s Guide
- Program/Sessions
- Public Relations/Website
- Volunteers/Student Events

BRANDING THE CONFERENCE

- People can suggest themes on the website
- We will hold a logo design competition

OPEN DISCUSSION

- A spotlight on Oakland residents/planners is a good way to promote Oakland
- These interviews could include questions such as:
 - What's your favorite sandwich place?
 - What's your favorite bar?
 - What do you love about your neighborhood?
- Downtown Oakland is much quieter on the weekend (Saturday and Sunday) – How do we address this?
What can we do to create more activity?
 - Farmer's Markets at Lake and Jack London Square
- How can we think outside the box? What do we have to follow? How do we break out of it?
 - Amazing Race of Oakland
 - TV Channels

BRAINSTORMING FOR THE LOGO AND THEME

The following were suggested as “themes” or “thoughts” about Oakland

- Confluence of cultures
- Vibrant and fun
- Diversity of thoughts, people, neighborhoods
- Center of the circle
- Understanding the roots
 - Branches of the tree
- Rebirth, resurgence
- “Maker Culture”
- Do It Yourself (DIY)
- Original
- Innovation
- Energy
- Edgy
- Metamorphosis
- Connections
- Friendly
- Artisan Booze Culture
- Art/entertainment movement
- Rich history
- Waterfront, port, transportation
- East Bay Regional Parks District (EBRPD) = Asset
- Gritty, real
- Big personality
 - “Soul of the City”
- Authenticity
- Hidden secret
- Always a surprise

NEXT LOCAL HOST COMMITTEE MEETING

November 16, 2013