



APA CALIFORNIA CHAPTER CONFERENCE 2015 LOCAL HOST COMMITTEE MEETING

NOVEMBER 16, 2013

Meeting Report

10AM – Noon

URS, 1333 Broadway, Oakland

- I. **Introductions**

- II. **Schedule Modifications (Hing)**

Hing started the meeting by mentioning how the conference schedule is likely to be modified based on recent changes. The 2015 Conference will run from Saturday – Tuesday whereas the most recent Visalia conference ran from Sunday – Wednesday. This schedule means that the Friday before the conference may be used to host leadership workshops and the usual Chapter Board meetings. Fortunately for us, the Friday before the conference starts will be a First Friday that may help draw people to the conference early.

In general, we will have 2-3 keynote speakers. Visalia had three scheduled keynotes, though only two showed up. The last Chapter conference that the Section hosted in San Jose had two keynote speakers.

The 2015 conference will need to plan for about 8-12 mobile workshops. Roughly half will be full day workshops and the other half will be half-day events. At the same time, the sessions will be in 9-10 session blocks that will contain 8-12 sessions each. We should plan on between 70 and 120 sessions.

Related to mobile workshops the group noted that we are a geographically diverse Section and it was important that we reach outside urban core for all sessions and workshops. In addition, the Planner's Guide should emphasize areas outside the core Bay Area as the Section covers 16 counties and 500 miles of coast. The 7 regional activity coordinators (RACs) will be a valuable resource.

Meeting participants noted that during planning for the sessions, we should:

- Ensure that sessions do not conflict,
- Be mindful of raucous/loud sessions and plan accordingly,
- Make sure sessions that are likely to be popular (likely through pre-registration) are placed in larger rooms.
- Work to create threads or themes for session tracks.

Other ideas were suggested to expand the scope of the sessions:

- Consider hosting “salons”, moderated open discussions, which would be moderated by cool/dynamic speakers. The Congress for New Urbanism hosts such salons at their conferences and were previously sponsored by CPR.
- “Salons” or general sessions could be held at creative venues in Oakland, such as: The Crucible, American Steel Studios, Breweries, Craft Food, etc...
- “Salons” could be organized by track, scheduled for set times each time each day, or some other way.
- Ensure EARLY student and Planning Commissioner representation and involvement in planning (Volunteer Committee)
- “Pecha Kucha” presentations of 20 slides shown for 20 seconds each are generating a lot of interest and could be added.

The sessions and workshops will be arranged around three events. The first is the Awards Program which is typically a luncheon. The Opening Reception will set the tone for our conference and will be held on Saturday. The CPF Auction usually raises \$50K in scholarships a year, in a live and silent auction, and will be held on Sunday evening. The final event will be the Exhibitor Reception on Monday night, the last of our conference.

Some alternatives to these events were discussed:

- Provide an opportunity for attendees to go out and do an art project.
 - Perhaps through the Oakland Maker’s Group.
- Have a community-based charette like at National APA
- Adequate between session-time for food and networking is important. Schedule activities

III. **Themes:**

For this part of the meeting, participants were given 5 dots with which they could choose the conference themes they liked most from the first LHC meeting. Before that exercise the following themes were added to the list:

- Next Gen(eration)
- Urban -→subtheme
- Resurgence – downtowns

The TOP SEVEN THEMES (Number of dots received) were:

- Authenticity (34)
- Branches/Tree (21)
- Diversity/Equity (18)
- Metamorphosis (16)
- Rebirth/Resurgence (15)
- Maker Culture (15)
- Gritty, Real, Urban (13)

These will be pared down by the committee chairs to 2 major themes and seek a vote before the next LHC meeting.

IV. Committee breakouts

After a brief break the first committee breakout groups were held. No agendas were provided and each committee was free to brainstorm ideas on their role and areas on which to focus. Committees will work outside of the 2-month periods between full LHC meetings. Each committee will have a Chair and Vice-Chair. Those will be the points of contact.

The following section represents what each group reported:

Diversity (Alice Chen, Fatema Crane, Miroo Desai, Chelsea Phlegar):

This breakout group discussed how diversity has a broad reach and how the Diversity Committee will need to work with the other committees as conference planning progresses to ensure diversity is promoted throughout. The group discussed that diversity could be included in the following: mobile workshops, the diversity summit, sessions, and other formats. Beyond working with the conference committees, the Diversity Committee also recognizes there is an opportunity to conduct outreach to communities during the conference. This also includes reaching out to ensure that we have diversity in the planners that attend the conference.

Fundraising:

No one expressed an interest in fundraising, however during the break-out discussion the following items were suggested as ways to raise funds for the conference (or during):

- Meet the Innovator,
- Meet the CEO, pre-event,
- Meet the Artist, to donate the
- Florentina has volunteered

Hospitality/Special Events:

The group discussed a few possibilities: a location in Jack London Square, a Block Party in Old Oakland, or in the Oakland Museum. One of the issues in relation to the Opening Reception is providing Entertainment. One other suggestion was to have an “Off the Grid” event with food trucks somewhere in Oakland. As the event is large, the group recognized it will be most important to work with Volunteer Committee. During this breakout group’s report another possible event was presented – a salon involving the Maker’s Guild.

Merchandise:

This breakout group discussed some unique ways to work Oakland into the merchandise. Possible ideas include involving Independent vendors, such as Oaklandish, to sell local T-shirt designs. During the conference there could also be a booth in the Marriott that would sell potholders, rubber stamps, seeds, and other Oakland-made items.

Mobile Workshops:

The breakout group discussed high-level goals to make workshops:

- unique and special,
- low-cost,
- public transit friendly,
- additions to the Planner's Guide
- urban, rural, and suburban

One possible workshop would be a self-tasting tour through Oakland. There will be an open call for workshops. The larger group discussed how an app could be created for a DIY tour of Oakland. One participant noted that Youth Radio has a grant for apps that we might be able to use.

Planner's Guide:

This group discussed challenges relating to the logistics and content of the guide: should it be partially electronic, less paper, more QR? The group noted the need for GIS and InDesign expertise. Related to content the group wanted to cover neighborhoods, counties, mobile workshops, themes (points of interest, tourism, arts,) Broadway B, BART or bikes

During the large group discussion it was noted that Allison Best at VisitOakland.org has materials and ideas that could be used in the Guide. The group's publicity campaigns are run by SRoberts@oaklandnet.com.

Programs/sessions:

The group discussed how to solicit for sessions. They love the idea of the salons. The group recognized the importance of ensuring statewide issues were covered and sessions fit into specific tracks or themes. Logistically the group knows that how rooms are organized will be important - good communication is needed to make sure we have cancelled sessions in advance.

During the large group discussion it was determined that what would be helpful is a review of session proposals from other planners.

PR/Marketing:

This breakout session realized PR needed to hit the ground running and start "re-framing" Oakland's story early and often. Ideas included:

- Blog and Video Blog (first goal: frame Oakland in a new light)
 - Blog stories and conference updates
 - Video interviews of people in the community
 - Approx. 2 minutes, new video posted on website each month
 - Planners, non-planners, people employed within the city, residents

- Speak about what is great about Oakland, favorite and/or interesting places (eat/drink, hang out, visit), history of Oakland, current events, favorite neighborhoods, community groups, etc
- Social media
 - Instagram
- Photo contest
- Tweet Live (for use during
 - Salons - use for question/answer
 - Work with Programs Committee
- Conference App - most likely develop with other committees
 - Utilize Youth Radio of Oakland to develop app
 - Company sponsorship - lots of tech firms in Bay Area
 - Scavenger Hunt?
- Website
- Booth at Orange County conference

Conference theme will inform the tone, style, some content of the PR campaign

V. Wrap-up

February 1st or 8th was discussed as the date for the next LHC meeting pending room availability and the schedule for other State and Section activities.