



APA CALIFORNIA CHAPTER CONFERENCE 2015 LOCAL HOST COMMITTEE MEETING

FEBRUARY 1, 2014

Meeting Report

10AM – Noon

URS, 1333 Broadway, Oakland

I. Introductions/Review of November Meeting Report (Hing)

Hing Wong started the meeting explaining that because he has been elected APA California Chapter President-Elect, he can no longer be a co-chair for the 2015 Conference. The LHC co-chairs are now Erik Balsley, Hanson Hom, and Darcy Kremin. Both Hanson and Darcy have served as past Directors of the Northern Section. Andrea Ouse and Hing will continue to assist the LHC co-chairs as the Section's Director-Elect and Chapter President-Elect, respectively. Conference specific email addresses have been set up for the co-chairs:

- Darcy, darcy2015@norcalapa.org
- Erik, erik2015@norcalapa.org
- Hanson, hanson2015@norcalapa.org

Hing then asked those in attendance to introduce themselves. Hing also presented the highlights from the November LHC Meeting Report and mentioned that this report, as well as other documents, has been posted onto the Section's website.

II. Housekeeping

Jordan Harrison volunteered to keep minutes.

Erik started by mentioning the pressing need for the LHC to get ahead of the conference with a publicity campaign to dispel negative stereotypes about Oakland. An initial part of this effort is the "My Oakland" interviews that will be published in the Section's *Northern News* newsletter and then posted on the Section's website under the 2015 conference. Anyone interested in doing a "My Oakland" piece or other publicity ideas should contact Erik. As the campaign proceeds it will need to cover all of the Northern Section, which extends from Del Norte County to Monterey County, but focuses on the East Bay area.

Erik also announced that the 2015 Conference webpage on the Section's website has been overhauled. It has three sections: local host committee information, Oakland/Bay Area information, and conference information. Therefore if LHC members have ideas for additional material to publicize the conference, Oakland, and the area please let the publicity committee know. As the conference nears, it is likely that

the Chapter will develop a stand-alone page for conference, making this one temporary. The publicity committee will work to expand the page as the campaign kicks off and the logo is chosen.

III. The Theme

Andrea explained that the co-chairs selected the conference theme based on the dot voting and discussion from the November LHC meeting. They aimed for a cohesive theme to represent Oakland and generate interest in the city by positively reframing it. The theme would consist of a few words to define the whole conference and be clearly incorporated into merchandise and the program. The main ideas that inspired the co-chairs were the tree image and the concepts of artist, DIY, maker, and “realness.” Our theme is:

“Rooted in AuthenticITY”

The LHC will use the theme and marketing materials to promote the 2015 Conference in Anaheim. Andrea asked for volunteers to help with early publicity and promotion, in particular for the logo competition and for tech savvy people.

The logo needs to be ready by June so the competition will start in April. Anyone can participate in the competition and they hope to attract local artists. Adam Turréy volunteered to lead the logo committee.

The group discussed the theme and suggested foliage could represent parts of the community; rings of a tree could represent history; roots could tie in with natural systems and ecology. One issue is how to tie the city image with the nature-oriented tree image.

The special events, merchandise, programs, mobile workshops, planners guide, and PR/marketing committees should all try to tie in the theme in various ways.

IV. Overall Schedule

Hanson explained that we are ahead of schedule per the Chapter “conference roadmap” because we have dates (Oct. 3-6), committees, co-chairs, and a theme selected. At the next meeting we will pick the committee chairs.

Hanson reiterated the goal of focusing on promoting the story of Oakland early. The committee will need to coordinate with the Chapter Board regarding budget. He pointed out that the Section keeps a good portion of the profits from the conference, which can fund the next eight years of activity, so it’s important to encourage planners from throughout the State to attend.

V. Committee Breakouts

The committee breakout groups met to brainstorm their next steps, discuss incorporating the theme into their work, and coordination with early PR activities. The LHC co-chairs asked that you include the one assigned to your committee in all communications and activities:

ERIK – Publicity, Planners Guide, Merchandise Committees

HANSON – Diversity, Program, and Mobile Workshops Committees

DARCY – Hospitality, Fundraising and Volunteers Committees

Publicity/Merchandise

These two subcommittees met as one as merchandise will be directly tied to the publicity for the conference.

The goal of the publicity committee is to maximize conference attendance with a goal of attracting 2,000 people. Given the somewhat negative tone of most media report about Oakland, a comprehensive publicity/outreach campaign would help increase awareness of and curiosity in the city by:

- Posting positive Oakland news articles onto the Section's conference website.
 - The site will evolve from its current state.
- Coordinating with existing groups at APA that are already promoting Oakland.
- Encouraging people to re-join the Northern Section.
- Linking the Section and State websites.
- Using social media
 - Facebook, Instagram, LinkedIn, *Northern News*, *e-News*.
- Continuing the "My Oakland" interviews in *Northern News* on a monthly basis.
- Posting articles on the website.
- Working with Keep Oakland Beautiful to include local artists.
- Reaching out to the more distant counties in the Section.
 - Different tools may be needed to address outreach to these areas.
- Developing an application that will be a combination of the Planner's Guide and publicity.
- Creating a rolling video that could be played at the conference booth at the Anaheim conference.
- Placing a looking ahead link on the Anaheim Conference's webpage.

The more immediate task facing this subcommittee is the logo competition. Adam Turréy volunteered to head up this effort. The competition will be rolled out in April with a one month response period. In June, the LHC will choose the logo in open voting so that merchandise can be selected, ordered, and prepared before the Anaheim conference. Items such as a t-shirt, a fold-up Oakland skyline, stamps, potholders, and coasters were mentioned as potential items to have available in Anaheim.

Potential prizes for the logo competition winner include:

- A media piece to promote the logo in *Northern News* or other documents
- Free merchandise
- Free conference registration

The subcommittee also discussed the need to develop a file sharing system for internal sharing of information and to coordinate with the Planner's Guide committee and the Section's Regional Activity Coordinators.

Planner's Guide

Logistics:

- A print version of the guide has been provided at previous conferences (1 per attendee).
 - Preference is for a 36-40 page guide with possibly an extended pdf version and app.
- Producing the guide in house versus using a contractor was discussed.
 - Will depend on the skill sets within the group an LHC (GIS, InDesign, Illustrator, etc.).
- Further discussion is needed in regards to layout, print, and app development budgets.

Incorporating the Theme:

- Graphics incorporating trees, branches, leaves, roots, tree rings, etc. were discussed.
 - The area around the Marriott would be the center.
 - The guide would then move outward into other neighborhoods of Oakland, neighboring cities, and the section regional areas.
- A tree ID guide could be included with a typical tree for each section regional area.
- The table of contents could be a stylized top level map of leaf clusters for neighborhoods / page numbers.
 - The maps would be more detailed by neighborhood.

Publicity / Sponsorships / Ads:

- The potential for advertising within the guide was discussed. Typically consulting firm ads would be included in the programming guide. The planner's guide could include ads from local restaurants, etc. These would probably be included at the end of the guide.

Content:

- The key to this guide is balance between showcasing Oakland and providing enough information about neighboring cities and the section regional areas.
 - The group has already started a list of favorite restaurants, points of interest, etc...
 - The group will continue to expand it to see identify areas lacking in information.
- The listings could lean toward evening activities so as not to take away from the conference itself.
- An email address has been created for others to provide ideas for the guide:
oaklandplannersguide@gmail.com.
- The group will contact others and the regional area coordinators to provide further information.
- Further coordination will be needed with the mobile workshop, programming, and publicity committees regarding potential overlap and how the guide can be more cohesive with their activities.
- Walking tours in the planner's guide may overlap with mobile workshops.

Other Resources / Topics:

- AC Transit for bulk bus passes
- Bay Area bike share
- City of Oakland Economic Development

Diversity

The subcommittee is charged with highlighting the topic of diversity and ensuring that it is reflected as a value in all aspects of the conference. Diversity includes age and geography as well as race/class/sex/gender.

There is a desire to work beyond tokenism and superficial indicators of diversity and, instead, to explore this topic within our profession as well as in the communities we serve. Our goal is to encourage broad thinking on this matter.

The subcommittee will make suggestions to other Conference subcommittees re: events, venues, topics and participants that will incorporate or highlight the value of diversity and inclusion; considering diversity as a possible Summit topic.

At this time the subcommittee is focused on Oakland and will expand its considerations to the region in future planning phases.

The topic of diversity will also include economic diversity as inspired by the varied economic sections of the host City. For example, the subcommittee will consider the Port of Oakland and Alameda's former army base as possible mobile workshop sites as well as ways to celebrate the local creative sectors ("makers") and how they influence and support economic diversity.

Before the next meeting on April 5th each subcommittee member will identify a list of local groups and individuals who reflect our ideas of diversity and who we might invite to participate in some aspect of the conference.

Program

The program subcommittee conducted an initial brainstorm regarding the topics they think are going to be of interest to conference attendees:

- Mobility / transportation
- Housing affordability
- Management / professional education / planning commissions
- Energy
- Placemaking / public spaces / design
- Sustainability
- Regional planning / smart growth / "Plan Bay Area"
- Collaborative planning: planning with community, public involvement, engaging community
- Public Health - Health Impact Assessments / Food Access
- Climate Change Adaptation (incl. sea level rise, water issues)

- CEQA (from Anaheim list of topics)
- Neighborhood Downtown Revitalization (from Anaheim list of topics)
- Ethics (from Anaheim list of topics)
- Law (from Anaheim list of topics)
- Food
- Behavior change / social marketing
- Real estate / market place economics
- Environmental Justice

The list was then partially grouped into the following themes which includes some added after the group presented its report:

- Planning for Resilience
 - Climate change adaptation
 - Sustainability
 - Energy
 - Water
 - Regional planning / smart growth / Plan Bay Area
- Social Aspects
 - Environmental Justice
 - Public Health / Land Use
 - Collaborative Planning - public involvement / engagement
- Placemaking + Design
 - Neighborhood / Downtown revitalization
 - Collaborative Planning - public involvement / engagement
 - Consider virtual arena
 - Consider schools (UC Berkeley Center for Cities and Schools work)
- Economics of Planning
 - Real estate economics
 - Housing
 - Mobility
- Food
 - Planning within the foodshed
 - Recall Visalia programming on food workers

Mobile Workshops

The subcommittee discussed its role and overall timeline for its efforts:

- The subcommittee's role is to select the mobile workshops and work with the selected workshop organizers on logistics.
- The subcommittee members may also propose and organize a workshop.
- The subcommittee will develop evaluation criteria to help select workshops based on the theme and other specific ideas.
- Past conference RFPs and our theme will be used to develop a RFP for our conference

- The RFP will be finalized by June 2015 go out at the same time as the Programs RFP, after the Anaheim conference.
- We will also need try and find sponsor and donations to help with costs, such as for food
- NEXT STEP: develop evaluation criteria

Workshop parameters:

- The subcommittee will aim to choose about 12 workshops
- 1 to 2 will be full day workshops, the rest half day
- Full day 6 hrs, half day 3 hours
- 1 hr max drive
- Consider traffic

Workshop ideas:

- Try to incorporate multiple modes into the program and individual tours
- Try to recruit resources and connections for speakers or information from within chapter and outside organizations like Transform, WOBO, EBBC, APBP
- Include diverse geography to represent/be relevant to diversity of chapter
- Architecture themes
- Locally-made alcohol, pub crawl
- Food tour
- Relate with programs
- Ride share, uber, lift
- Pixar tour
- Skywalker ranch/presidio
- Bay area renewable energy
- Bike party
- Showcase diversity

Geographic areas:

- Peninsula ideas- downtown San Jose, office parks/tech industry
- SF bike share, urban agriculture, mission bay...lots of possibilities
- The Bay Trail
- GGNRA changes, Presidio
- North Bay and wine country
- Greater East Bay
- Oakland neighborhoods: Uptown, Fruitvale, Grand Lake

Hospitality/Fundraising

These groups met together as the hospitality group will also need to seek out sponsors for the opening reception and other events. The subcommittee identified 5 possible venues for the opening reception and will be conducting site visits on March 8th. They also discussed some potential ideas for special events such as a bike party or an event at the Paramount Theater. An emphasis will be placed on local

and green events. There is a possibility that we may be able to procure donations of wine to help defray costs.

VI. Wrap-up/Next Meetings

The next dates for LHC meetings were presented:

- April 5 at the MetroCenter Auditorium, 101 Eighth Street, Oakland
- June 7 at URS, 1333 Broadway, Suite 800, Oakland

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