



APA California 2015 Conference Local Host Committee Meeting

MEETING REPORT

August 9, 2014 | 10am – Noon
URS, 8th Floor, 1333 Broadway, Oakland

1. Introductions/Review of June Meeting Report

2. Opening Reception Venue Discussion

When looking at options the hospitality committee looked at the following parameters:

- Theme: how does it fit in?
- Location and accessibility
- Cost
- Networking opportunities
- Entertainment and Food

The full memo can be found here:

<https://docs.google.com/document/d/1dqWhXM2mhQHzhkdag8t3hUMWV0jWY1acRMaTqORINTQ/edit>

A short summary of OMCA is presented below:

Oakland Museum of California (OMCA)

- Theme** (how does it fit in with our theme – “Rooted in Authenticity”) OMCA’s mission is to inspire all Californians to create a more vibrant future for themselves and their communities.
- Location:** accessibility from the Marriott, walking, public transit
OCMA is located at 1000 Oak Street. This location is a 0.7 mile walk from the convention center, and a short walk from the Lake Merritt BART station. We can have a valet operation set up for those who want to drive and not park on the street, we could also attempt to set up a bike valet for those choosing to bike.
- Costs:** \$9,704 for the venue (see OMCA proposal) + Plus Food/Drink + Plus Valet option
- Options for Entertainment:** The museum itself is the entertainment. The events coordinator talked about the possibility of having some of the museum open to the attendees. She cautioned against having too much open as this tends to dilute the event, even one as large as a 1000 people. There is one area of the museum that we think would be ideal for planners – the California history exhibit. Here's a link: <http://www.museumca.org/gallery-california-history>. Admission would be included in the cost. All we would have to do is pay for security.
- Networking:** would the place provide good opportunities for networking? Absolutely! With multiple and varied gathering spaces in the gardens, terraces, and galleries there are endless opportunities for folks to meet and engage others. The spaces invite you to move around and interact.
- Food and Drink:** Options: We have to use one of their preferred caterers. They have three. As for the alcohol, we have to use the license that's been granted to one of the preferred caterers

(it's the one that provides the food on a regular basis at the museum). If we don't go with that caterer, then they just provide the alcohol and bartenders.

Other Options presented:

USS Hornet (Total Cost less entertainment is approximately \$75,000-80,000)

The Plank, Pavilion Building, Jack London Square

After a discussion of the three options, including pros and cons of each a vote was taken for the number one choice. By a large margin, the local host committee choose **OMCA** as the destination for the 2015 Opening reception.

3. Anaheim Preparation

The following items were discussed during the meeting, not necessarily in the order presented herein:

- Merchandise – The merchandise which will be handed out include pins, cardboard coasters, fortune cookies (made in Oakland), and self-addressed postcards.
- Booth, Banner – The table in Anaheim will include a logo banner. There was some discussion about the size of the banner, hanging the banner (on table, on back of wall, or on an easel), and the re-usability of the banner.
- Booth – There will be a postcard station where conference attendees can make and self-address their own postcard, to be mailed at a later date.
- Volunteers – LHC members were surveyed as to how many would be going to Anaheim. Approximately 15 people raised hands. Those who plan to attend were asked to participate in promoting Oakland by volunteering for an hour or two at the table. It was mentioned that trunk space might be needed to deliver merchandise (especially fortune cookies); those driving should speak to Erik.
- Volunteers, SignUpGenius – The SignUpGenius website was described. It could not be shown - no internet connection. Volunteers do not need to sign up for an account, but if they do it is easier to manage their slots.
- Volunteers, Time Slots – We have table time slots on Saturday, Sunday, and Monday. Volunteers can sign up for as many slots as they want, we are asking for at least 1 hour of time.
- Presentation, Promoting Oakland – Wear and swap the Oakland Pin, wear Oakland-theme t-shirts or other items, e.g. A's hats, talk about Oakland.

4. BREAK

5. Chapter Coordination

- a. Items to submit by mid-August
 - i. Save-the-date – the save the date was finalized and approved by the Chapter
 - ii. Call for Sessions - Call for sessions was under review by the Chapter and would be finalized in time for the Anaheim Conference

- iii. Sponsorship levels – Sponsorship levels are being vetted and compared with the Anaheim conference. They would be finalized and available at the Anaheim Conference.
- b. Chapter visit to the Oakland Marriott – The Chapter along with representatives from the Local Host Committee will conduct a site visit at the Oakland Marriott on August 25, 2014. The new conference coordinators will be present.

6. Sponsorship Coordination

- The draft sponsorship levels will be reviewed and approved in September
- It is important to leverage contacts to ensure meeting our fundraising goals
- We have a master contact and sponsorship list that will be updated and maintained by Jean
- Everyone on the LHC should commit to calling three companies for sponsorships/ insert name next to the organization to be contacted
- Important to coordinate outreach and not “double-hit”
- No contacts before the Anaheim Conference
- Think outside the box for companies to contact (ex Pandora, Oaklandish)
- Jean passed around the master and sponsorship list for LHC members to sign up

7. Sessions (10 minutes)

- Call for sessions (see flyer on Google drive): the Chapter has asked that this be completed earlier in the process than in past years.
- The LHC will provide the content and work with the Chapter’s graphic designer on the final document.
- Six conference tracks have been proposed and will be submitted to the Chapter.
- The deadline for session submittal is February 6, 2015
- Submittals will be accepted online only (with a one page max submittal target)
- Salons: as a new offering they are still being chiseled out. The format will be flexible in terms of timing and organization. Have to work out the details for CM credit requirements

8. Committee Reports

a. Reports

i. Diversity

- Might reach out to APA National Black planners group

ii. Mobile Workshops

- Call for Mobile Workshops completed
- Aiming for a total of 15
- Start talking it up!

iii. Planner’s Guide

- Continuing with information gathering
- Any idea you have please put them on the Google drive

- Each committee member is writing a blurb on different areas of Oakland (short, one-pagers)
- Looking for volunteers for writing, editing, adding/taking pictures, etc.

iv. Publicity

9. Open Discussion

- No open discussion took place

10. Action Items and Next Meeting

- Volunteer for Anaheim
- Hospitality committee will present OMCA at the Anaheim Conference as the LHC choice for the 2015 Opening Reception
- Finalize call for sessions
- Commit to contact firms for sponsorships
- Think of ideas for mobile workshops
- Send suggestions for cafes/restaurants to Planners Guide
- Submit Oakland photos to use on our website, Instagram, planner's guide etc
- Next Meeting: Oct 11, 2014 at ABAG