



APA California 2015 Conference Local Host Committee Meeting

MEETING REPORT

October 11, 2014 | 10am – Noon
MetroCenter Auditorium, 101 Eighth Street, Oakland

1. Introductions

2. August Meeting Recap

At the meeting we covered the following topics:

- Preparations for Anaheim conference
- Merchandise items and booth for Anaheim
- Fundraising
- August updates to the website and final preparations on the calls for presentations and mobile workshops

3. Anaheim Wrap-up

- As a destination, the Anaheim conference had higher attendance than the last few.
 - Lower attendances were tied to the combination of location and the economy
- The three most highly attended conferences were San Jose (2007), Hollywood (2008), and Anaheim (2013).
- The Oakland conference should expect a high attendance on range with these as:
 - It is in a very urban area
 - Has good connections to two major airports, and
 - There are a large number of planning professionals close-by in the Northern and Sacramento sections.
- Anaheim did a lot of things different such as shifting times for several events.
- The LHC co-chairs are waiting for the post-conference report.
 - In the meantime the co-chairs will pair up past committee chairs with our current ones to discuss lessons learned.

Schedule

- Those who attended thought the Sunday Diversity Summit was good.
- As many people had to travel on a Saturday, it was suggested that events occur later in the evening.
- Anaheim had a partial day on Saturday; Oakland would likely have a full day
 - We should let people know about First Friday and encourage people to explore Oakland prior to Saturday.
- It was noted that there isn't a keynote speech as part of the conference, but are generally presented during the luncheons. In past there have been two and they bookended the conference.

- There were a lot of walk in students who didn't pre-register.
- The CPF auction was constrained in length and was during the consultant's reception making it hard to hear and focus.
- The schedule needs to be very clear to all attendees and volunteers

Sessions

- There were some A/V, website uploading of presentations, and other technical issues.
- Several popular sessions were in smaller rooms, making for cramped quarters.
- Many people attended "marketing" sessions which the LHC noted should be avoided during session selection.
- For Q&A sessions it was hard to hear questions.
 - Need to have a microphone at all sessions for Q&A
 - The Diversity Summit did not know who to contact for a microphone – so there is a need to have A/V contacts clearly posted.
 - If there is no microphone the presenter should repeat the question.
- New full-day technical sessions were held on Saturday.
- Saturday did not feel rushed.

Registration

- Used volunteers on Saturday to prepare packets for registration pick-up on Sunday.
- Registration was NOT user friendly indicating we have an opportunity to make it better:
 - We should make it clear what is included in each type of registration:
 - Many registered for opening reception even though it was included, and needed a refund.
 - Need to make it easier to add/change
 - HOWEVER – we will need to use the registration software under contract to the Chapter.
- Many had issues with the app.
- Maps were not clear and need to be customized.

4. Sponsorship/Fundraising

- Fundraising started TODAY!
- We have our first sponsorship commitment for lanyards from RRM in San Luis Obispo.
- Please email Jackie and Darcy with sponsor leads or have talked to anyone with an interest in helping sponsor the conference.
- The committee has created a list of potential sponsors and assigned each member up to 3 companies to contact.
 - Jean will send out an email with what companies to contact and talking points
- We want to start our fundraising drive now to coincide with the annual budgeting cycle for many companies.
- Our target is to raise \$125,000.
- CC Darcy and Jackie on all emails and ANY discussions about sponsorship.
 - Especially if a company says "no" they should know
- Jean will send monthly emails with a report.

- Do some homework to learn about your assigned firms.
- Be sensitive to potential ethical conflict of interests if you work for a public agency.
- PDF is available for sending emails.
- Sponsors can pay by check –OR– call Francine Farrell to make a credit card payment.

5. Mobile Workshops

- A draft call for mobile workshops is being prepared.
- The committee is planning to start accepting submissions on November 10, 2014.
- The proposal form will ask a lot of questions to allow the committee to get a better sense of what will happen in each proposed session, how much each will cost, the length, potential CM credits, etc...
- It will be a low-tech submittal process – each proposer will complete a word form and email it to the committee.
- Each session proposal should relate to a session track and be completed under the same word limits as presentations.
- Let Mika know if you have a partial idea and need help fine-tuning it and getting other resources.

6. Diversity

- Diversity is an overall conference theme for presentations.
- Need to identify organizations and speakers to present for sessions/mobile workshops.
- Preliminary list of organizations that have been contacted.
- Let Miroo know if you have any ideas of others to contact.
- Hanson and Miroo participated in an APA conference call to talk about how APA as a whole can promote diversity throughout all APA State and National conferences.
 - Will help with the outreach and identification of possible organizations/presenters from appropriate APA affinity groups.

7. Committee Reports

Hospitality

- We have booked the Oakland Museum of California for Saturday October 3, 2014.
- The committee is working on other events and keynotes.
- Any conference events will be planned to minimize competition with consultant events/parties.

Merchandise

- We successfully distributed merchandise at Anaheim: pins, coasters, and fortune cookies.
- The committee is in a holding pattern until early 2015 when the committee will start working on planning for conference merchandise and other items.
- Conference letterhead may be prepared.

Planner's Guide

- Old guides have been reviewed for reference.

- Neighborhood profiles are being drafted. Each one will contain a:
 - map,
 - description,
 - highlights, and
 - demographics.
- If you can assist with mapping, please contact Jackie.
- Can take the same content for the website into handouts
- The printed guide will also be available on the App

Programs/Sessions

- The call for presentations was finalized ahead of the Anaheim conference and the window for submittals will start in December.
- The committee is working with the Chapter to update the conference website and online submittal form to go live around December 1st
- Hanson will work with the planning directors group to involve them in reviewing presentations to ensure senior practitioners are interested.
- Juan will send out an email to all who have expressed interest in reviewing presentation to determine in which tracks they have an interest.
- The committee will work with mobile workshops on scoring criteria.
- Juan took a lot of notes on things that went well and didn't go well in Anaheim

Publicity

- Erika is working on creating a schedule with roll-out dates so publicity can help maximize efforts for getting the word out about the conference.
 - This will be sent out and then we can start coordinating content and getting things in the newsletter and online

Volunteers

- Thank you for all those who volunteered at the booth.
 - Sign-up Genius was really helpful.
- Committee chairs need to start thinking about the need for volunteers early.
 - How many would you need?
 - What roles would they have?
- Aiming to have 75 volunteers for conference.
- Syd will contact each chair to determine how many volunteers each will need.
- Need to find a lead volunteer for each day who will be the point person.
- Anaheim had a concierge.
- Syd will create volunteer incentives based on the length of volunteer shift.
- Student Day/Presentations
 - Jean will help with this in the future.
 - Feedback from Anaheim:
 - 150 students pre-registered and 25 completed walk-in registration.
 - Had perfect amount of sessions based on the number of students.
 - The Alumni/Student mixer needs to be more clear that it's open to anyone. Maybe call it a mentor mixer instead.

- Mixer was funded by CPF but that isn't going to be the case for Oakland. Syd will work with universities to get \$100 sponsorships that will give each a table during the mixer for advertising.
- The student poster session was disorganized. Juan will work with Syd to incorporate into the programs and make better organized. Can consider coordinating the poster sessions as salons.
- Will coordinate with universities to get department heads involved and generate interest early on and have a separate due date for these than for regular call for presentations.

8. Open Discussion

- Next meeting will be 12/13/14 at the Metro Center Auditorium
- 2015 meeting dates:
 - 2/7/2015
 - 4/4/2015
 - 6/6/2015
 - 8/8/2015
 - Optional: 7/11/2015
 - Optional: 9/12/2014
- Walk through date for chairs TBD
- Alternate hotels are being identified through Angie
- Co-chairs have a call-in number for conference calls. Contact your co-chair and Francine to reserve it.