



APA California 2015 Conference Host Committee Meeting

MEETING REPORT

June 6, 2015 | 10am – Noon
AECOM, 1333 Broadway, 8th Floor, Oakland

1. Introductions

2. Overall Conference Updates:

- APA Conference at-a-glance
 - The Conference-at-a-glance has been posted on the conference website <http://www.apacalifornia.org/wp-content/uploads/2014/10/Glance-10.pdf>.
 - If anyone finds errors in the Conference at-a-glance these can be corrected as the document evolves as the conference draws closer. Please send any edits to Co-chairs with a subject line “Conference-at-a-glance edits”
- Registration
 - Delayed due to new computer program and other logistic hiccups.
 - Aiming to have registration open by June 12th. Juan is working with the programs committee to ensure all information is ready for the program and registration.
 - Full Registration includes a ticket to the opening reception, and Guest Tickets can be purchased separately. Those purchasing a one-day registration will need to purchase a ticket to the opening reception.
 - For students: The opening Reception is not included in this registration category, but student tickets are available at a discounted price.
- Mobile APP:
 - Co-Chairs are trying to get the app out earlier than usual and have to wait until registration goes live.
 - Mobile APP should be available 2-3 weeks after registration goes live.
 - Any edits/misspelling/etc. can be changed. Please contact theconference Co-Chairs with e-mail Subject line: Conference at-a-glance Edits.
- Hotel Accommodations
 - The Marriott has changed owners. No major changes will result from this, and the Conference Coordinator is aware of the change and is working through any issues as they arise.
 - There are three hotels available with rooms discounted at the conference rate. The rates will expire September 11th or while rooms last.

- There are 1,300 room nights available with the discounted rates spread among the three hotels. If demand exceeds this supply the Conference Coordinator will negotiate for additional rooms.
- Upcoming deadlines
 - Registration
 - The programs committee is working on event descriptions, bios of speakers, and major notes for the program and App.
 - The full Conference Program will be available in July.
 - It will include room numbers, CM Credits, Resumes/Bios of keynote speakers.
- Key note speaker update
 - Opening Keynote – SPUR
 - Working on confirming SPUR Founder Robert Ogilvie
 - Libby has said yes for welcoming remarks. Need to confirm.
 - Opening Plenary Lunch Panel – Technology panelists are confirmed.
 - Closing: Maybe Van Jones
 - Other speaker options
 - Jerry Brown – via coordination with Claudia Cappio
 - Still working on Barbara Lee – potentially
 - Nancy Skinner
 - Will Wright (Wrote SimCity)
 - Gavin Newsom – From Greater and Greener Conference
 - Andrea is going to confirm logistics on room details for Monday's luncheon.
 - We are still taking names of potential speakers and obtaining confirmations. Any ideas should be sent to Andrea.
- Competing Conferences
 - APTA – American Public Transportation Association Oct 4-7
 - ULI National Conference Monday October 5th – All week.
 - Code for America at the Marriot
- Volunteers
 - Gathering more volunteers is the next big focus for the conference, and we will need at least 80 volunteers.
 - CHC members are needed to help out on Student Day, and students will volunteer on other days. In part, this is so students can partake in events geared towards them.
 - The volunteers committee is hosting a Student Poster Competition during the Opening Reception.
 - Student Day will welcome hour where students can meet planners.
 - We need 10 more volunteers for the event. Please contact Courtney Wood if you can volunteer during 8:30 to 10am on October 3rd.

- The volunteer flyer is on the Google Drive under committees>volunteers>PDF of Student Volunteer Flyer
- Students are current students – those that graduated in May 2015 are Student APA Members.
- Please connect with interns, young professionals, new-to-the bay, and anyone else to let them know about opportunities.
- Diversity Committee
 - Cindy Chavez is confirmed. Moderator and four speakers all confirmed
 - Next Steps: Conference calls to discuss content, questions, and panel format.
- Sessions Update
 - Conference at-a-glance is out, and being updated as needed.
 - 130 sessions, 13 sessions per block
 - Session times have been mailed to session proposers
 - Moving session is difficult and not all requests may be met.
- Mobile Workshops
 - 16 sessions accepted
 - The mobile workshop chair is working with graphic designer to work on mobile workshop flyer and working on finalizing speakers, price of each, and logistic, etc...
 - CM Forms will be submitted after the committee has confirmed sessions and should know speakers, bio, cost, CM credit availability.
 - The committee is working on keeping costs low by using Bay Area Bike Share for some events, and trying to get BART to donate in-kind day passes.
- Fundraising
 - We have \$85,400 in the bank and \$15,000 pending. The goal is around \$140,000 by July 15th
 - The fundraising committee has sold out most of our sessions. Looking for more on smaller events.
 - If anyone is interested in sponsorship please talk to Jean and Darcy. As little as \$500 to \$1000 is accepted!
 - Our newest sponsors are: Placeworks, GPA Consulting, Kimley Horn, LSA, Diane and Bhatia, Lisa Wise, CH2MH, TRC, Rutgers, AECOM, EMC, Analytical Env Services.
- Conference Budget
 - Betsy (Chapter VP of Conferences) is reviewing our expenses with Francine, and working closely with us on budget management, and accommodating unexpected costs. Food costs are higher than expected. Additional meeting rooms are also costing more. There was buffers in our room reservation list that is helping, but budget is slowly increasing.
- Hospitality

- The Opening Reception is at the Oakland Museum. The contract is not signed, but Angie is working on it. Plans and pricing are for an expected 1500 attendees at \$56/person. Not confirmed, but could include wine and beer with \$12/person for unlimited. Catering will be provided by Karen Bevels in Hayward.
- Next steps:
 - Having student posters displayed at opening reception (this done in Seattle, and helped students stay involved).
 - Planning a potential second event: Maybe a planners bowling and botchy night at the Plank.
- Opening Reception Entertainment: Once contract is signed, we can know budget for entertainment.
- Other events:
 - Consultants Reception is on Monday Night.
 - Young Planners Event at Lucca's Tap Room.
 - Section Director event is on Monday Night.
 - Discussion on Friday Night potentially having a welcome night itinerary placed in Marriot Rooms.
- Publicity
 - Conference at a glance, registration, events are finishing and getting ready to be circulated.
 - Northern Section Website – Is all about Oakland
 - Conference website is all about the conference.
 - Staying-in-contact with section directors.
 - Include call for volunteers.
- Planners Guide
 - The conference website will have conference only information. The Northern California Section website shows everything that will be in the planners guide. Overall, the content is in good shape. Edits and review will take place in June.
 - Planners Guide committee is working with KTGy on Maps, Downtown, Old Oakland, China Town, Jack London Square etc. and creating single description pages for each neighborhood.
 - Next Steps: Taking all the content for printed version, and a PDF E-version to use on the App.
 - Need Content Photos. There is a folder on the Google drive to upload photos. There is a guide along the themes around Oakland and Section.
- Merchandise
 - The committee is working on Volunteer Shirts
 - The conference will not sell shirt directly but is working with Oaklandish to get t-shirts to offer for purchase.
- General Questions
 - Opening Reception Details:

- Location will be in the Hall of California history.
 - Are there restrictions on entertainment? No
 - The CPF Auction will be on Sunday Night.
- Next CHC Meetings:
 - **August 8th at the Metro Center.**
 - July meeting cancelled
 - Committee Chairs: There will be a site-visit at the Marriot on Friday, July 10th.
 - September 12th (LAST CHC MEETING)