



APA CALIFORNIA CHAPTER CONFERENCE 2015 LOCAL HOST COMMITTEE MEETING

APRIL 5, 2014
Meeting Report

10AM – Noon

MetroCenter Auditorium, 101 Eighth Street, Oakland

1. Introductions/Review of February Meeting Report

Hanson Hom briefly summarized the events from the last meeting. The LHC has done a publicity push to raise awareness of the 2015 conference in several ways:

- The webpage for the 2015 APA Conference has been fully established. This website currently contains the meeting minutes and agendas; eventually, there will be even more conference information posted on it.
- The 'My Oakland' section on the website is another great publicity tool. It features interviews to highlight the positive aspects of Oakland. Even though so far all the interviews have been conducted with planners living in Oakland, the LHC should also branch out and interview Oakland artists and other residents.
- At the last meeting, the LHC also set up a Google Drive for all of the committees to share their information on. The theme 'Rooted in Authenticity' was chosen.

2. General Conference Information and Updates

a. Updates from the Chapter

Darcy Kremin provided general conference updates from the California Chapter.

- The LHC is in the process of hiring a new conference consultant who will be taking care of logistics.
- The budget is being drafted. We will estimate 900 full registered attendees. The Chapter board will vote to approve the budget in September.
- An updated conference manual will be available soon; conference planning should follow these guidelines.
- The Sessions committee will receive specific guidelines on selecting sessions.

b. Generalized schedule

The LHC established a schematic conference schedule, which is a roadmap of tasks to be completed in the next year and a half. The generalized schedule will be available on the Google Drive. There are a few major milestones. Many tasks, such as fundraising, cannot be done until the Anaheim conference is over because we don't want to overshadow the 2014 conference. The call for sessions will be released around January 1, 2015. The last milestone, of course, will be the actual conference.

c. Google drive

i. <http://bit.ly/QnPQce>

As mentioned before, a main Google Drive has been set up for the LHC. All committees should save their work materials directly in the LHC Google Drive. Currently, the Drive contains four different folders – Budget, Committees, LHC Meetings, and Photos and Graphics. Before uploading any

photos to the Photos and Graphics folder, make sure to read the Readme file that describes the proper naming convention. Due to the possibility of copyright infringement, let's stick to uploading only personal photos for now and not use any third party photos.

Ronny briefly explained how to use Google Drive. Anybody with a link can edit any of the documents on the Drive. To share an individual document with someone, click on 'Share'.

3. Logo Competition (20 minutes)

a. Competition overview

The official competition overview can be found at <http://bit.ly/1myyOR1>.

The Publicity/Merchandise group has been organizing the logo competition for the last several months. The decision was made this year to draw on local Oakland talent. In the past, logo has been designed by consulting firms *pro bono*.

The logo competition went live during the week of March 31st. Adam Turréy will be receiving entries and anyone can participate. Up to three different entries per person or firm are permitted and the entries must be received by May 2, 2014.

b. Artist outreach

Adam Turréy explained that his aim in reaching out to artists is to take advantage of the local Oakland talent pool of artists. He has done some initial outreach through social media and contacted Pro Arts and the Oakland School of Arts. No entries had been submitted as of the time of the LHC meeting, but artists have expressed interest. There are also plans to reach out to Oakland design firms.

In May, the LHC will select the winning logo and spend some time working with the winning designer to refine the logo. The final logo will be ready by June.

c. Selection process

The logo needs to be reproducible and visible on different kinds of media; the details are further explained in the official competition overview. The prize is a full registration to the conference. An alternative prize was decided, but will be offered if the winning designer does not want a full registration. A balance needs to be struck between the limited budget and the artists' need for compensation. The LHC would prefer non-monetary compensation, such as providing the artist with the opportunity to get acknowledged for work in the planning profession. Being the designer of the winning logo is great publicity because it will be prominently featured on the Planner's Guide, written materials, and merchandise.

4. BREAK

5. Committee Reports (60 minutes)

In the future, the LHC meetings will not have breakout groups anymore, because the Committees should be fully formed and meeting on their own outside of the main LHC meetings. Instead, each Committee will present a brief synopsis of their recent activities and progress to the group. This meeting was the first installment of this format and each Committee chair reported on their group's activities.

a. Committee Chair Appointments (5)

b. Reports

i. Planner's Guide (10) – Jackie Yang

- Currently, the Planner's Guide committee is in the data collection phase, gathering info on areas in Oakland that we would want to highlight. A spreadsheet has been created and is available at <http://bit.ly/1dAuthW>. Please take a look at the organization of the spreadsheet and the current content. We would love to have more ideas, photographs, etc. to add to the spreadsheet as well as to the actual Guide. Please email any ideas to oaklandplannersguide@gmail.com.
- The Committee has been discussing ideas for incorporating the 'Rooted in AuthenticITY' theme into the design of the Planners' Guide. Graphics incorporating trees, branches, leaves, roots, tree rings, etc. were discussed. A tree ID guide could be included with a typical tree for each section regional area. A stylized top level map could be used for the table of contents with leaf clusters for neighborhoods / page numbers. The maps would be more detailed by neighborhood. Branches could be major arteries or themes.

ii. Hospitality (10) – Florentina Craciun

The hospitality committee met on March 15th, 2014 to visit potential sites for the Opening Reception.

Sites Visited:

- Jack London Square Market Place - There are two spaces within the market building that are vacant: one upstairs and one downstairs. The downstairs space may be rented on our preferred date and might become a permanent market space in Jack London. We looked at the upstairs space and depending on whether there would be a tenant in that space it would also be appropriate for the opening reception.
- Site of future Restaurant/bocce court/beer garden in the former Barnes and Noble Building - the site is under construction with a proposed opening date of September 2014. The site would hold an indoor restaurant, and outdoor bar, bocce court, shuffleboard and bowling. Vivian Khan has contracted the restaurant owner and they are holding our date in October 2015. We would rent out the whole restaurant. This location is a top choice for the hospitality committee:
 - could hold our crowd
 - walking distance from the Marriott
 - plenty of other bars and restaurants for participants to check out after the party
 - right by the water
 - multimodal location
 - open for negotiation regarding budget
 - we would not need to have a caterer
- The group walked down Broadway to the Marriott/Old Oakland. The walk took about 10-15 minutes and we think it is doable by our participants. It would be a good way for the conference participants to step out of the conference bubble. The group walked back on the street parallel to Broadway (Washington Street) and concluded that there are multiple ways

to get people to Jack London Square for the opening reception. There is also the free shuttle running down Broadway.

- A group went to the USS Hornet: The location is fantastic, but poses some budget and logistics issues. We would be able to rent out the deck and have shuttles taking people back and forth, but it would be an extra expense and thing to coordinate.
 - Alternate idea: do a movie night on the deck of the Hornet following the CPF Auction. The event would be open to the public and would allow the Hornet to launch the movie night. APA would “sponsor” the night by renting out the screen and whatever other costs associated with the movie showing. We would sell tickets to the movie and have shuttles. The USS Hornet would be a great place to “show off” to conference participants, regardless of whether or not we have an event there (mobile workshops, tours etc).
- Other ideas for ways to engage conference participants:
 - Get in touch with restaurants in Old Oakland and see if they are willing to have a drink/food special for APA conference participants
 - have a stamp card for the places in Oakland and whomever gets all the stamps would get free conference swag
 - Bring food trucks in for one of the lunches
- The Hospitality Committee is in touch with the Oakland visitors’ bureau and will work with them on finding out more fun things that Oakland has to offer. At the bureau office they have some great flyers that we encourage the Planner’s guide to incorporate.
- The hospitality committee has also started a list of potential key note speakers.

iii. Merchandise (5) – Jonathan Schuppert

The Merchandise Committee is deciding what items we want to provide at the Anaheim conference. It would be good to coordinate with the logo competition – what kind of merchandise works with the logos? Ideas that came up include fortune cookies, magnets, brass knuckles, seeds, etc.

iv. Diversity (5) – Miroo Desai

- The Diversity Committee could have a diversity-themed photo exhibit at the conference showcasing content about topics such as gentrification and best practices of community outreach.
- Gentrification will likely be a very hot topic in 2015 given the increasing economic pressures in the Bay Area.
- Economic/job diversity in Oakland is another great theme to highlight; diversity can be more than just cultural, racial, or social.

v. Programs (5) – Juan Borelli

The Programs Committee looked at the overall schedule for the conference and took a specific look at key work tasks for this year. They have started to look at conference tracks from previous conferences to inform the tracks. The ‘Rooted in AuthenticITY’ theme should also be incorporated into the tracks. It will be necessary to narrow down proposals; about 200 proposals are expected and that should be narrowed down to 100. It would be great to get volunteers from other LHC subcommittees too; the more people review the proposals, the better.

vi. Mobile Workshops (5) – Mika Miyasoto

Through June, main task is developing ideas; about 20 ideas have been proposed so far. If any LHC members have any interesting ideas, please add them to the Mobile Workshops Google Drive. The LHC has discretion over selection of the mobile workshops, but the selection methodology has not been decided upon yet.

vii. Fundraising (5) – Jennifer Piozet

They have had three conference calls. The committee is updating an old fundraising spreadsheet to add non-traditional sponsors. The group added the idea of non-monetary sponsorships in the form of transit passes from BART, MTC, AC Transit and others.

viii. Volunteers (5) – Jean Long

There is potential for using new technology to recruit volunteers. This committee will be staffing the 2015 LHC table in Anaheim.

ix. Publicity (5) – Erika Sawyer

'Branding' is the Publicity Committee's current top concern: how to present Oakland at the Anaheim Conference using the theme, logo, and merchandise. It will be working on social media promoting the conference as well as doing more interviews with Oakland residents.

6. Open Discussion (10 minutes)

- There is a new conference consultant – his/her first 6 months of work will be focused exclusively on the Anaheim conference.
- There was some discussion of coordinating with the BALLE (Business Alliance for Local Living Economies) conference.
- The LHC should promote the conference as much as possible during the Anaheim conference in September. One of Hing Wong's friends owns a fortune cookie factory – it may be possible to do personalized fortune cookies, as in the 2005 conference.
- We need to attract more sponsors. It is worth taking a look at the past Visalia conference and seeing what strategies were used there; even though attendance was not particularly high, they had a lot of sponsors.
- The LHC should reach out to government agencies to see if it's possible to get free BART passes, free ferry tickets, etc.
- A great idea whose feasibility is worth exploring: close down part of Old Oakland to cars for a combination conference/fair. Food trucks could be incorporated.

7. Action Items and Next Meetings (5 minutes)

- The 2015 NorCal conference now has an Instagram account
- Contact Oakland Chamber of Commerce to see what ideas they have for publicity.
- Next meeting – Saturday, June 7 from 10am to noon at 101 Metrocenter.