

# APA California Conference 2015 Local Host Committee Meeting

## MEETING REPORT

June 7, 2014 | 10am – Noon

MetroCenter Auditorium, 101 Eighth Street, Oakland

### 1. Introductions/Review of April Meeting Report

Guido F. Persicone agreed to take meeting minutes. The meeting was called to order at 10:05AM.

### 2. Logo Competition

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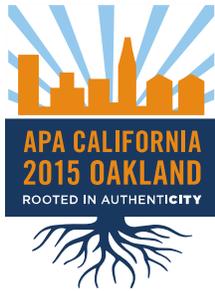
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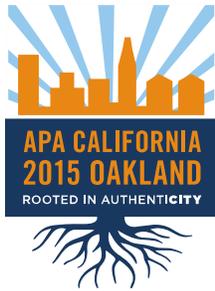
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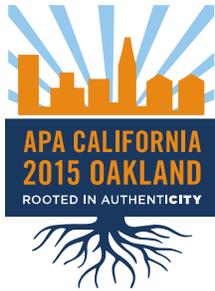
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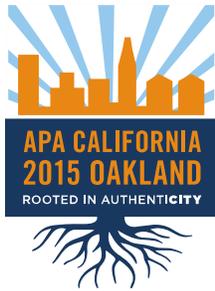
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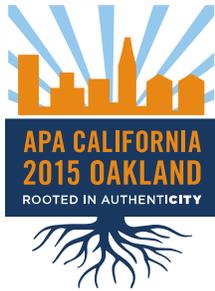
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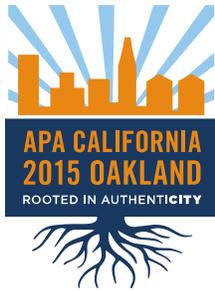
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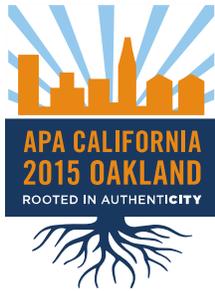
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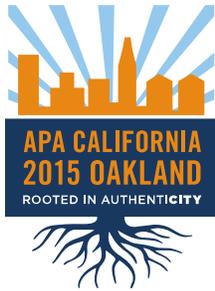
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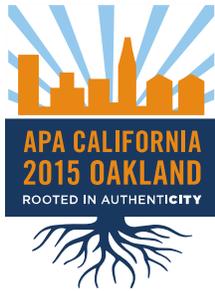
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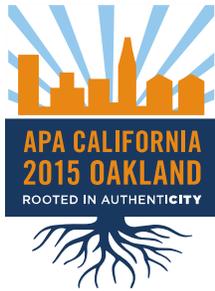
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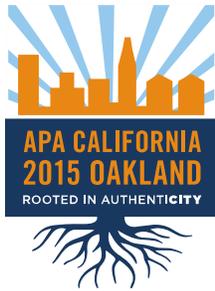
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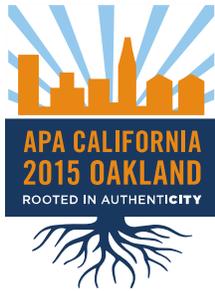
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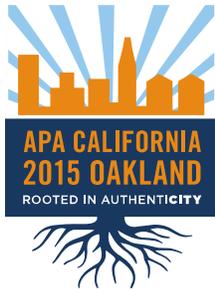
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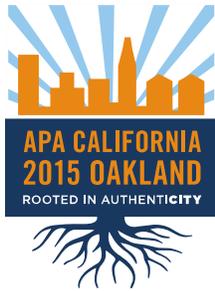
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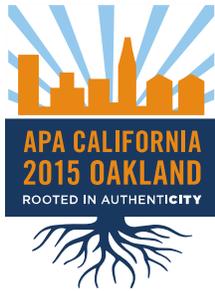
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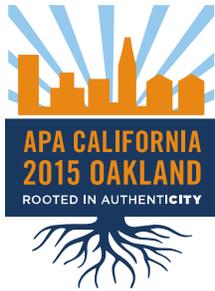
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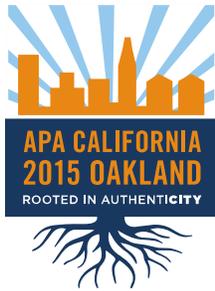
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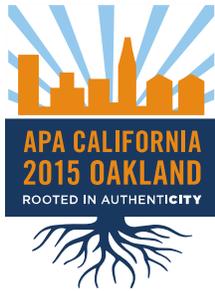
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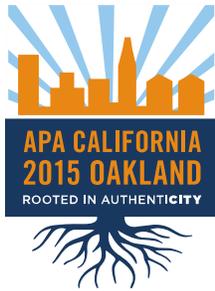
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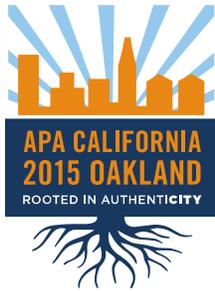
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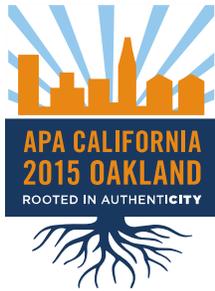
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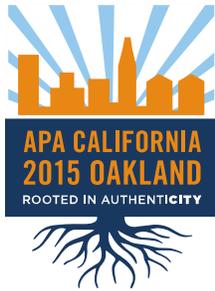
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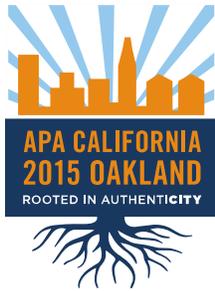
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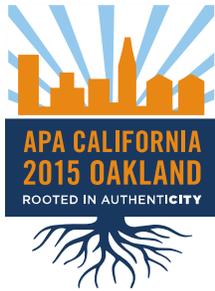
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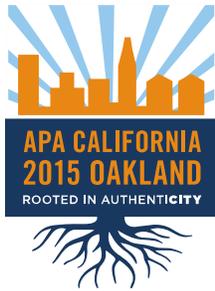
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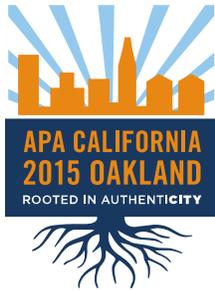
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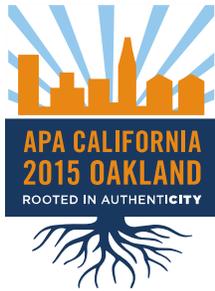
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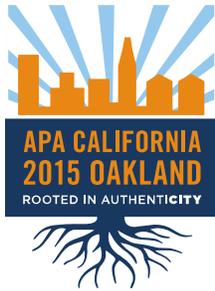
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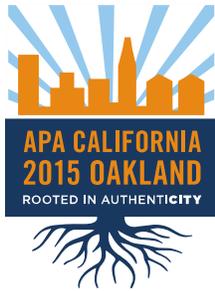
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### 6. Open Discussion

### 7. Action Items and Next Meeting

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# APA California Conference 2015 Local Host Committee Meeting

## MEETING REPORT

June 7, 2014 | 10am – Noon

MetroCenter Auditorium, 101 Eighth Street, Oakland

### 1. Introductions/Review of April Meeting Report

Guido F. Persicone agreed to take meeting minutes. The meeting was called to order at 10:05AM.

### 2. Logo Competition

Amie Krager, a Graphic Designer from Circle Point submitted a design based on the Conference's theme of "*Rooted in Authenticity*" that was chosen as the conference logo. 10 logo designs were submitted by the end of the logo competition on May 2, 2014. On May 9, 2014 a team of 15 volunteers, primarily drawn from the merchandise and publicity committees, met and reviewed the entries. The group discussed and evaluated each logo based on its overall design, ability to be reproduced at different sizes, and correlation to the conference theme. The logo shows the Oakland skyline while emphasizing the city's solid roots. The colors communicate a sense of pride, and rays symbolize the community's potential and growth.

### 3. Conference Information from the Chapter

The draft budget is available on the Google Drive and is a conservative one that assumes only 900 attendees will attend. This will help insure that the conference is profitable at a lower attendance level. The budget also shows how attendances of 1200 and 1500 will affect the profitability of the conference which is also dependent on the amount of sponsorships we obtain.

The fundraising committee will be finalizing the conference's proposed sponsorship levels by the end of July. The sponsorship levels will be approved along with our budget at the Chapter board meeting at the Anaheim Conference. LHC members are welcome to review both documents and provide comments and feedback to the Co-Chairs.

Prior to Anaheim, we need to provide additional information to the Chapter board. On May 9, Kurt Christensen, the Chapter's Vice President of Conferences, informed the conference co-chairs that the following documents were due to the Chapter by July 31:

- A description of proposed session tracks
- Draft sponsorship levels
- Logo/theme

The section logo and theme are complete and the other documents are in progress.

The Chapter has selected a new conference coordinator:

"Angie Spearman has been with HPN Global since 2006 as a Lead Planning Director. She leads several conferences for our valued clients and also designs, creates and builds Registration and Housing websites. Her unique background and experience as a marketing executive and meeting professional provide a unique skill set and insight on best practices used in conference planning and marketing campaigns. Angie has been a Certified Meeting Professional (CMP) with the Convention Industry Council since 2004. Based in San Diego, Angie would be able to attend planning meetings and site visits as needed for APA California." Angie Spearman, CMP Background and Skills:

<http://hpnglobal.com/angelaspearman/>

We will be staffing a table at the Anaheim conference to build excitement for Oakland 2015. The volunteers committee has set up a SignUp Genius page for people to take shifts. From a quick poll, it looks like at least 20 people from the LHC are attending this year's conference. The table will have various materials and give-aways. The publicity committee will be in charge of the table set up and materials.

#### 4. BREAK

#### 5. Committee Reports

##### *Volunteers*

The Volunteers Committee discussed how our table at the 2014 Anaheim conference will be staffed. The Committee showed how to sign up for specific dates and times using the Sign-up Genius.

##### *Fundraising*

Jean Long is now the Fundraising Chair. A spreadsheet of potential contacts for sponsorship has been prepared. The committee has created a proposal of sponsorship levels and will settle on specific benefits soon. The committee will also discuss sponsorship levels with Chapter representatives during call on June 20, 2014. The committee reminded all subcommittees that all calls for funding will come through the Fundraising Committee. We do not want multiple LHC members to contact companies for money. We will have a protocol on outreach by the next LHC meeting in August. Fundraising wants to be strategic and leverage our internal connections within the LHC when asking companies/organizations to sponsor. Additionally, no outreach to potential sponsors shall occur until after the Anaheim conference.

##### *Publicity*

The Publicity committee is beginning to take shape after the end of the logo competition. New Instagram and Twitter accounts will be set up. They are looking for people interested in being interviewed for the "My Oakland" stories. In addition, the committee is also looking to see if a

LHC member would be interested in creating a video that could be shown behind our booth in Anaheim.

### *Merchandise*

The first push for the Merchandise Committee will be to identify promotional items for the 2014 APA CA Conference in Anaheim. Trading pins are highly encouraged. We received budget and vendor information from the Anaheim LHC.

Coasters are one suggestion for a giveaway item. Pulp paper and silicone vendors have been contacted for pricing, etc. One vendor is in Oakland and all materials are recyclable and/or biodegradable. Fortune cookies are another suggestion for giveaway item. These were used previously for the National Conference in San Francisco and may be used again for the future conference there as well. These are made in Oakland. Some have expressed concern that this has been used previously. Other items suggested include seed packets, flash drives, and brass knuckles (which may include tree roots and thorns to go with the conference theme).

Orders for the Anaheim merchandise will likely need to be placed by the end of July or early August (depending on vendor). The goal is to provide a buffer in the budget and stay under the allotted amount. Exact budget will be determined once items are finalized and ordered. Once this first push is complete, the committee will focus on identifying merchandise for the 2015 conference. Lanyards and tote bags may fall under the merchandise committee responsibility. Anyone not currently on the Merchandise Committee that would like to become a member should let Jonathan Schuppert know.

### *Programs*

A sample proposal was submitted for review and comment. The subcommittee will have to review to ensure the programs and sessions are congruent with the theme. There was a discussion about making sure that there will opportunity to have sessions that don't directly align with the Rooted in Authenticity theme.

### *Mobile Workshops*

The goal for this committee is to provide a wide variety of topics that can attract a wide breadth of conference attendees and also highlight the various aspects of Oakland. It is envisioned that mobile workshops will be selected by actively soliciting organizers on specific topics as well as through an open Call for Mobile Workshops.

### *Planner's Guide*

- The committee is continuing data collection for points of interest to be included in the planner's guide. The matrix as presented at the last meeting is on the drive: <http://bit.ly/1dAuthW>. Please add to the matrix or email ideas to [oaklandplannersguide@gmail.com](mailto:oaklandplannersguide@gmail.com).
- The committee's current focus is a "mini guide" for the Anaheim conference. The bookmark concept is being pursued and should be finalized by the next LHC meeting.

The front would have 3 to 6 panels that will work separately and together. The back will include Oakland / conference info and website links.

- Barry Miller obtained sample Oakland tourist information / brochures / postcards from the Oakland visitors bureau at Jack London Square. Some items are free and others can be ordered in time for the Anaheim conference. This information has been shared with the publicity committee.
- After the Anaheim conference, the committee will focus on the guide itself. The group will split up the neighborhoods / themes for guide development. Writers, photographers, graphic designers, etc. are encouraged to join the committee.

### *Diversity*

The committee identified the following resources that they need to contact to develop sessions or mobile workshops:

- (1) Asia Americans for Community Involvement – Panel or Mobile Workshop
- (2) South Asian Radical History Walking Tour in Berkeley – Mobile Workshop
- (3) Transform – Mobile Workshop + Panel Discussion
- (4) Black Panther Group – Mobile Workshop
- (5) UrbanIDEA – for panel discussion
- (6) NPR’s Snap Judgement – Panel Discussion or Story telling event

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