



APA California 2015 Conference Host Committee Meeting

MEETING REPORT

December 13, 2014 | 10am – Noon
MetroCenter Auditorium, 101 Eighth Street, Oakland

1. Introductions/Conference Updates

Hing began the meeting after introductions by reminding participants of a few things:

- The conference is only 10 months away.
- For those who were attending their first CHC and are not assigned to a committee, he noted that there were many opportunities to join as all committees need help.
- The Chapter Board had met with the conference coordinator and are finalizing the contract.
- He noted that we had started our sponsorship push which was important as Anaheim did not get sponsors lined up until late in the game.
- Finally – he noted that this will be a great conference and we are ahead of the game.

Erik provided an overview of upcoming deadlines and tasks moving forward. He noted that we are in the calm before the storm as:

- Sessions presentations and mobile workshops are open but there is an issue with accepting presentation submissions.
- There is FEBRUARY 6TH 11:59pm (PST) DEADLINE!

We are no longer the LHC (Local Host Committee), but are now the CHC (Conference Host Committee).

2. Budget Update

Hanson provided an overview of the budget:

- The full budget is on conference drive; simplified version was distributed.
- A large component of the conference is raising money to fund the operations of the Chapter and Sections.
 - At the Section level a large portion of our funds come every 8 years when we host.
- The good news is that with a minimum of 900 attendees, we'll still have a healthy bottom line. We expect well more than 900 attendees.
- We have an aggressive sponsorship goal of \$174,250, but a realistic projection of achieving an 80% hit rate.
- The Conference registration rates will go up as the Chapter will increase them as they have not been raised for many years.
- The co-chairs will present the budget to the Chapter next month at their retreat.
- Anaheim was a very expensive conference and there are some concerns regarding costs.

- What goes into the administration and post-conference portions of the budget?
 - Includes cost for bags, lanyards, etc.
- Post-conference expenses cover fees paid after the conference that are accrued during the conference (reimbursables).
- We changed the A/V line item to \$40,000.
 - Anaheim's A/V costs were 2.5 times more than projected.
 - Disneyland Hotel and consultant fees.
 - We will have a list of contractors to pick from Marriott list.
- Other fees that were not previously budgeted, such as drayage, were added to our budget as they were overlooked in previous conference budgets.
 - Margot has some contacts in Oakland that we could consider.
- The importance of conference sponsorships was explained.
 - One of Anaheim's biggest gaffes was a late start to getting sponsors.
 - Unbundled sponsored caused issues. Our conference is returning to bundled sponsorships.
 - Bundling refers to linking booths with sponsorships.
 - If a firm wants a booth, they need to sponsor at a higher level.
 - Very expensive conference required more sponsors to make profit target.
- We have meeting rooms under contract with the Marriott but will pay for other expenses that go in the room (food, A/V, etc.). Those expenses are reflected in the budget.
- Non-profit sponsorship level has been added.

3. Conference Schedule

Darcy went over the schedule

- We only have 10 session blocks planned throughout the conference.
 - Assume roughly 10 sessions per session block.
- We will need to address signage both within the conference and to/from our opening reception.
- Chapter is hosting the Leadership Institute which is separate from us but we need a room to accommodate this.
- Saturday:
 - Saturday is pretty action-packed and we hope registrants come early.
 - We will have one conference block in the afternoon.
 - The official start time and other issues related to the Diversity Summit were discussed. The concern is when we expect everyone to show up. Start early but assume people will show up by 6:30/7:00 pm.
 - Opening reception at Oakland Museum.
- Sunday:
 - Opening keynote speaker
 - Awards lunch.
 - 3 session blocks.
 - CPF silent and live auction.
 - Free evening after 7pm to allow for networking and firm parties.
- Monday:
 - 2 session blocks in the morning.

- Keynote lunch.
- 2 session blocks in the afternoon.
- Consultant's reception.
- Free evening after 6:30pm.
- Tuesday:
 - 2 session blocks.
 - Close with presenter at lunch.
- Mobile workshops will be scheduled once all proposals are in so we can appropriately schedule them. Will try to schedule around the session blocks and lunches/keynotes.
- Will send to Chapter in April/May to get the "Conference-at-a-Glance" produced for distribution.
- Ideally we want people to come early on Friday and enjoy festivities.

4. Sponsorship/Fundraising

- AECOM may do conference bags.
- The lanyards sponsorship was secured by RRM group.
- Soft commitments from several firms.
- \$60k has already been promised.
- Our goal is to raise \$125k by April.
- Moving into cold calls.
- Tech heavy world: any tech people who might want to be sponsors? We need personal connections for these since they are less willing for cold calling.
- Promoted at holiday party pretty heavily.
- Non-profit and agencies sponsorship.
 - \$1k for booth and other ways to sponsor.
- Very important to loop Jean in on status.
- Working on map for booth location.
 - First come first served.

5. Presentations

- Online submission form is on the Chapter website and was delayed to work out final details and kinks..
- Outreaching to those interested in programs committee. Want 6 people per track. There are 40 people on the list and Juan has heard back from 26.
- Identify track leaders who will be responsible for refining review criteria.
- Very busy in February/March after the February 6th deadline.
- Expect to notify people late March/early April if they were selected.
- Need to submit session blocks by April for Conference-at-a-Glance.
- Coordinating with the Chapter Historian to have a historical exhibit at the conference for the Bay Area (specific to planning). Contact Vivian if you have ideas of what can go in this exhibit.
- Will likely receive 200+ submittals and select only 85 sessions. There are about 15 by-right sessions.

- Anyone interested in CHC but who doesn't want to make a full commitment would be great for session review.
- 3 options: regular (90 min), salon (60 min), workshops (2 90 min or one 3 hour).

6. Mobile Workshops

- Call for mobile workshops is on Section website, not Chapter website.
- Publicity is promoting conference as a whole.
- Schedule is same as session proposals.
- Will work with organizers on itinerary details.
- Working to coordinate similar workshop proposals/ideas.
- Looking for 10-12 mobile workshops in a combination in a full or half day.
- Looking for reviewers to review proposals for mobile workshops.

7. Publicity

- Social media with Instagram and Twitter to start plugging the conference.
- Clarifying the role of publicity:
 - Publicity has to be first and consistent.
 - Focus on sponsorships now and will shift focus to start publicizing hotel rooms, what to do in Oakland, etc.
 - If someone wants to put something in the newsletter, have them talk to Publicity chairs.
 - If you have an interested in coordinating with a non-profit for their newsletter, coordinate with Publicity chairs for consistency.
 - There are 3 websites at present:
 - We have a lot more control over Northern Section website.
 - Conference and Chapter websites take more time to make changes or add new information.

8. Volunteers

- Volunteer benefits and incentives:
 - Students and unemployed planners will receive a \$50 reimbursement of their conference registration for 8 hours of volunteer time.
 - Food and drinks for less than 8 hours of volunteer time.
- Different needs for different committees:
 - Number of volunteers and where they might be needed.
- Will start scheduling volunteers as we go.
- Minimum amount of volunteer time is 4 hours.
- Margot suggested coordinating with center for city and schools in Berkeley for high school student age and would help with diversity. Dev McCoy at UC Center for Cities and Schools.

9. Diversity

- Encourage members to submit diversity related presentations and mobile workshops
- Diversity Summit:
 - New and Old Faces of Gentrification is the tentative title
 - Identified a few people for speakers
 - Lots of interest from National. Miguel Vasquez at National is the contact.

10. Planner's Guide

- Check out section website for neighborhood profiles.
- 12 neighborhoods are up on the website and the rest will come.
- Trying to create a preview to the planner's guide.
- Will change focus next year for print version.
- Will talk to Diversity to make sure the message is consistent.
- Want to make people excited about Oakland and share information about the hidden gems.
- Email ideas to: oaklandplannersguide@gmail.com

11. Hospitality

- Dormant for a bit but will get back in full swing next year.
- Will get together at museum to coordinate logistics and start looking at caterers and entertainment sources.
- Working on a second event at the Plank in Jack London Square (entertainment venue).
- Additional block of room being secured at Courtyard Marriott and Waterfront Hotel in Jack London Square. Finalizing the details and will publicize when available.

12. Merchandise

- Working with committee and co-chairs for some items for the CHC:
 - Water bottles
 - T-shirts
 - Notebooks
- Will finalize and hope to have ready for the next CHC meeting.
- Will start ramping up in January to get ideas for conference merchandise.
 - Have an initial list and goals from earlier in the year to use as a starting place, but will start narrowing down what we want to include. Main goals are to be unique and locally made wherever feasible.
- Have availability for new members if anyone is looking for a new committee.
 - Margot is interested.
- Worked on notecards for sponsors. In process to get finalized and printed.

13. Open Discussion

- Will have credit card availability for sponsorships through Francine.
- Angie (conference coordinator) is interested in coming to one of our meetings.
- Chapter is very impressed with our progress.
- Co-chairs have many meetings and report to subcommittee chairs who coordinate with their respective subcommittees and other subcommittees.
- The Plank has had issues accommodating large groups recently.
- Is there a possibility of having food trucks or multiple vendors?
 - Some food trucks have carts and that might be a possibility.
- Every Friday Off the Grid has food trucks at the Oakland Museum.
- Considering a bingo like event where you have a card with different locations. A stamp is given at each place and you can submit for a prize.
- Post-conference party as a thank you for our hard work.

14. Action Items/Next Meetings

- February 7, 2015
 - Looking for a location that can seat 50
- CHC meetings will be every other month and schedule is online