

**TO: APA California Chapter Board Meeting**

**FROM: Betsy McCullough, AICP, Vice President of Conferences**

**DATE: June 5, 2015**

**SUBJECT: 2016 Chapter Conference (Los Angeles Section) Pasadena**

This is an information report to the Board. The conference theme will be presented on a Board call for Chapter approval. A full presentation will be made to the Board at the meeting in Oakland on October 3.

BACKGROUND:

This is an information report to the Board regarding the 2016 Chapter Conference to be hosted by the Los Angeles Section in Pasadena on October 22-25, 2016.

The 2016 Pasadena Conference team held a successful volunteer kickoff event attended by 80 APA members in April and held its first committee co-chair meeting in May.  Conference Co-chairs include Melani Smith of Melendrez, a landscape architecture and planning firm, Meghna Khanna with the Los Angeles Metropolitan Transit Authority, and Kevin Keller, with the office of Los Angeles Mayor Eric Garcetti.   Committees have been structured and volunteers recruited. The CHC will be ably assisted by a number former Chapter officers who have been involved with previous Chapter conferences.

Hing Wong, Chapter President, and Betsy McCullough, Vice President of Conferences, met with the CHC Co-Chairs and others in Los Angeles on March 27 to review basic timelines and initial tasks, and to review changes to the conference approach and contractors since the last one hosted by Los Angeles Section.

The CHC Co-Chairs, along with Betsy McCullough and Angie Spearman of HPN, the Chapter’s new conference management contractor, are planning a site visit for late June to review the contracted meeting space and determine if additional space should be secured for events and exhibitors. The group will look to maximize the space available with an eye on financial success.

The draft conference theme has been developed and is "Crafting our Future: The Art of Planning”. It will be brought for formal approval to an upcoming Executive Board call.